COMMUNICATION
UW-PARKSIDE 2015-17 CATALOG

RITA/CART 265 • 262-595-2331

College:
Arts and Humanities.

Degree and Programs Offered:
Bachelor of Arts.
Major – Communication
Minors – Communication, Organizational Communication, Public Relations
Certificates – Conflict Analysis and Resolution, Digital and Media Literacy

Department Overview
Communication is a degree for the 21st century.

Effective communication skills – speaking, writing, listening, resolving conflicts, and interacting across and within different cultures – are critical in any situation where at least two people are engaged in a relationship. In an increasingly global society with dynamic and emerging technologies, the ability to communicate with digital and social media is equally important.

Communication affects our lives in multiple ways. It can be thought of as the way we construct knowledge and meaning 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 or as part of a group. The communication department believes that a theoretical understanding of these processes as well as the ability to apply that understanding to real-life, unscripted situations are critical.

The 21st century needs competent communicators.

Studies indicate that, in the future, students will be hired for jobs that currently do not exist. How, then, should students prepare for their future? The communication major and minor prepares students for a complex and uncertain future by teaching them how to question, problem-solve, collaborate, and communicate effectively with a diversity of people in multiple situations.

Program Objectives
The communication department’s goal is to cultivate ethical communicators who are competent in the following areas:

Identity – performing excellent written, oral, and nonverbal communication interpersonally and professionally, in order to strengthen their ability to understand self and others.

Diversity – integrating race, class, gender, sexuality and other forms of difference in his/her personal and professional communication.

Messages – creating, critiquing, and interpreting messages in oral, written, digital, and visual formats.

Roles – adapting and performing his/her oral, written, and/or nonverbal behavior in consideration of multiple contexts.

Knowledge – analyzing beliefs, values, and assumptions in personal and professional life.

Research – asking and answering meaningful questions using multiple methods and rigorous criteria.

These learning areas are integrated throughout the communication curriculum. Each class focuses on one or more of these areas. The general communication major (48 credits) can be tailored to each student’s personal and professional interests. Faculty advisors work individually with students to map out course schedules through graduation, and also provide career and graduate school advising. The department offers three communication minors for non-majors: communication, organizational communication, and public relations (each 18 credits). There are also two certificate programs that are open to all students, including communication majors and minors: the conflict analysis & resolution certificate (12 credits) and the digital & media literacy certificate (15 credits).

Internships
Communication majors and minors are encouraged to enroll in a paid or unpaid internship to gain experience in a professional setting. Internships are valuable for resume building, application of theoretical knowledge to hands-on experience, exploring possible career opportunities, establishing professional contacts, and networking outside and within the university. A maximum of 3 internship credits may be counted toward the major. An internship may be repeated for a maximum of 6 credits.

Student Honor Society
Lambda Pi Eta (LPH) is the national communication honor society for undergraduates. Students who are declared majors with at least 60 credits, 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. LPH members receive a gold cord to wear at graduation.
Campus Organizations

Communication students are encouraged to gain leadership and professional experience through UW-Parkside campus organizations, including Ranger News (newspaper) and WIPZ (FM & Internet Radio). In the past, communication majors and minors have filled leadership positions in Parkside Student Government and other student organizations.

Department Policy on Collaboration and Academic Honesty

The communication department strongly encourages our students to engage in conversation and collaboration with our faculty, each other, and other members of the academic community. These kinds of exchanges are at the heart of teaching and learning. As part of this process, it is essential that students fully disclose and credit the sources used in their work. All work that is not originally created by the author should be credited, including (but not limited to) others’ ideas, language, images, art, digital recordings, and projects. The intentional or unintentional use of another’s work, or one’s own previous work, without the accurate and full citation of the source, constitutes plagiarism. Penalties for documented cases of plagiarism may include a grade reduction, or failing a course. All documented cases of plagiarism in the communication department will be filed with the department chair or her designee. A student who commits two or more acts of plagiarism in one or more communication courses will have their case reviewed by the department’s executive committee. If a case is confirmed as constituting serious breaches of academic honesty, the committee may decide to formally drop the student from the communication major.

Requirements for Admission to the Communication Major

To be accepted as a communication major, a student must have a 2.25 cumulative GPA. Students who do not meet the GPA requirement will be considered pending majors but will still be assigned a communication advisor.

Requirements for the Communication Major (48 credits)

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-level 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. The communication major must also have a minimum 2.25 cumulative GPA in order to enroll in COMM 495 Senior Seminar, the department’s capstone course. Non-majors interested in taking upper-level 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.

A. Required Core Courses (24 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SPCH 105</td>
<td>Public Speaking</td>
<td>3 cr</td>
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<td>OR</td>
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<tr>
<td>COMM 205</td>
<td>Oral Interpretation</td>
<td>3 cr</td>
</tr>
<tr>
<td>COMM 107</td>
<td>Communication and the Human Condition</td>
<td>3 cr</td>
</tr>
<tr>
<td>(must earn a grade of C or better for credit toward the major)</td>
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<tr>
<td>COMM 108</td>
<td>Media and Society</td>
<td>3 cr</td>
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<tr>
<td>(must earn a grade of C or better for credit toward the major)</td>
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<tr>
<td>COMM 207</td>
<td>Introduction to the Communication Discipline I, Part I</td>
<td>3 cr</td>
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<tr>
<td>COMM 208</td>
<td>Introduction to the Communication Discipline II, Part II</td>
<td>3 cr</td>
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<tr>
<td>COMM 295</td>
<td>Sophomore Seminar</td>
<td>3 cr</td>
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<tr>
<td>ART 104</td>
<td>Introduction to Digital Art</td>
<td>3 cr</td>
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<tr>
<td>ENGL 201</td>
<td>Advanced Composition</td>
<td>3 cr</td>
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<td>OR</td>
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<tr>
<td>COMM 255</td>
<td>Writing for Multimedia</td>
<td>3 cr</td>
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B. Communication Elective Courses (15 credits)

A. Any level (3 credits)
B. 300-level (9 credits)
C. 400-level (3 credits)

C. General Elective Courses Outside Communication Department - 300 or 400-level (6 credits)

Courses to be selected in consultation with adviser

D. Required Capstone Course (3 credits)

COMM 495 Senior Seminar ...........................................3 cr

Requirements for the Minor in Communication (GENERALIST) (18 credits)

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.

A. Required Core Courses (6 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 107</td>
<td>Communication and the Human Condition</td>
<td>3 cr</td>
</tr>
<tr>
<td>COMM 108</td>
<td>Media and Society</td>
<td>3 cr</td>
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</tbody>
</table>

B. Elective Courses (12 credits)

A. Communication course at any level (3 credits)
B. 300 or 400-level communication courses (9 credits)

These credits must be approved by a departmental adviser to ensure an appropriate and timely sequence of courses.
Requirements for the Minor in Organizational Communication (18 credits)

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

A. Required Lower-level Courses (9 credits)
   1. Required Course (3 credits)
      COMM 107 Communication and the Human Condition .................3 cr
   2. Choose One Course (3 credits)
      COMM 202 Group Communication ................................3 cr
      COMM 285 Introduction to Conflict Analysis and Resolution ..........3 cr
   3. Choose One Course (3 credits)
      COMM 255 Writing for Multimedia ..................................3 cr
      ENGL 168 Introduction to Professional Writing ....3 cr
      ENGL 204 Writing for Business and Industry ........3 cr

B. Required Upper-level Courses (9 credits)
   1. Required Course (3 credits)
      COMM 303 Organizational Communication ..................3 cr
   2. Choose One Course (3 credits)
      COMM 480 Practicum in Organizational Communication ..............3 cr
      COMM 494 Communication Internship ......................3 cr
   3. Choose One Course (3 credits)
      COMM 315 Communication and Gender ................3 cr
      COMM 322 Public Relations Concepts and Practices .................3 cr
      COMM 363 Communication and Ethnicity ................3 cr
      COMM 365 Intercultural Communication ....................3 cr
      COMM 390 Special Topics in Communication (topic approval required) ........3 cr
      COMM 490 Special Topics in Communication (topic approval required) ........3 cr
      HRM 343 Human Resource Management ....................3 cr
      HRM 442 Improving Employee Performance ................3 cr

Requirements for the Minor in Public Relations (18 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 Courses (18 credits)

    COMM 108 Media and Society ....................................3 cr
    COMM 255 Writing for Multimedia ................................3 cr
    OR
    ENGL 204 Writing for Business and Industry ........3 cr
    COMM 322 Public Relations Concepts and Practices ........3 cr
    ENGL 385 Professional Editing ..................................3 cr
    COMM 480 Practicum in Organizational Communication ..............3 cr
    COMM 494 Communication Internship (internship must be approved by communication advisor for the public relations minor) ........3 cr

Requirements for the Certificate in Conflict Analysis and Resolution (12 credits)

This certificate prepares students to be professional conflict mediators. Students learn, through course work and field experiences, 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 earn a grade of C or better in the required course work.

A. Required 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 Conflict Mediation ....................................3 cr
      COMM 485 Practicum in Conflict Intervention ..................3 cr

B. Elective Course (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. After consulting with the program adviser, the student is to take one of the following courses:

      COMM/ETHN 363 Communication and Ethnicity .......................3 cr
      COMM 370 Communication and Social Movements ....................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 ....................................3 cr
      PHIL 220 Politics, Law and Society ....................................3 cr
      PHIL 320 Value Theory ....................................................3 cr
      POLS 341 International Conflict and Cooperation ..................3 cr
      SOCA 233 Criminology ....................................................3 cr
      SOCA 234 Juvenile Delinquency/Juvenile Justice ....................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
Requirements for the Certificate in Digital and Media Literacy (16 credits)

This certificate provides critical tools and what Michael Wesch calls “knowledge-ability” for accessing, analyzing, interpreting, critically questioning, and creating a range of media texts. The interdisciplinary certificate is designed to enhance workplace and community-based participation for citizens and those involved in some capacity in the digital media industry. All courses provide students with experiences in the use and production of multimedia forms of communication that simultaneously support real-world problem solving and social justice/democratic principles. Implications of new technologies on identity construction and human communication are included. Students will develop an e-portfolio incrementally throughout the curriculum to showcase the production work completed in each class.

A. Core Courses (9 credits)

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

B. Elective Courses (6 credits)

Choose two:

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 Digital and Social Media Communication ....3 cr
COMM 435 Integrated Marketing Communication ....3 cr
COMM 490 Special Topics in Communication (topic approval required) ......................3 cr
COMM 494 Communication Internship (approval required) ......................................3 cr

C. Final Project Course (1 credit)

COMM 468 Digital and Media Literacy Project ........1 cr

Courses in Communication (COMM)

107 Communication and the Human Condition ..........3 cr
Prereq: None. Freq: Fall, Spring.
Examines social aspects of human life, including a strong focus on how identity, culture and social relationships are managed in interaction. Includes an introduction to how language constructs a version of the world in interaction. Must earn a grade of C or better for credit toward major.

108 Media and Society ......................................3 cr
Prereq: None. Freq: Fall, Spring.
Explores digital, broadcast and print media in the context of contemporary life. Must earn a grade of C or better for credit toward major.

202 Group Communication ..................................3 cr
Prereq: None. Freq: Yearly.
Explores various concepts in group communication including group development, climate, problem solving, decision making, and power.

205 Oral Interpretation ......................................3 cr
Prereq: None. Freq: Fall, Spring.
Students perform selections from a range of literature that may include poetry, prose, children's literature, drama and nontraditional texts. Provides an experience before an audience with emphasis on the improvement of oral expression and articulation.

207 Introduction to the Communication Discipline, Part I ........3 cr
Prereq: COMM 107, 108. Freq: Fall, Spring.
Introduces the communication discipline as a community of practice. Emphasizes the practical uses of communication theory and research to solve problems.

208 Introduction to the Communication Discipline, Part II .......3 cr
Students develop their professional identities as practitioners of communication research.

255 Writing for Multimedia ......................................3 cr
Prereq: ENGL 101, COMM 108; or consent of instructor. Freq: Fall, Spring.
Writing for print, digital and social media.

285 Introduction to Conflict Analysis and Resolution ..........3 cr
Prereq: COMM 107 or consent of program adviser. Freq: Fall, Spring.
Surveys approaches to understanding, transforming, and resolving conflicts. Includes case studies at the interpersonal, organizational, community/cultural, and international levels.

290 Special Topics in Communication .........................1-3 cr
Prereq: COMM 107 or 108; or consent of instructor. Freq: Occasionally. Selected topics in communication will be examined.

295 Sophomore Seminar ........................................3 cr
Prereq: COMM 107 or 108. Freq: Fall, Spring.
Introduces students to the communication major. Reviews departmental learning objectives, explores communication careers and assists students in developing a professional identity.

303 Organizational Communication ..........................3 cr
Prereq: Core courses or consent of instructor. Freq: Fall.
Examines the role of communication in organizational settings. Topics include organizational communication theories and elements; as well as contemporary organizational systems and their functioning.

310 Interpersonal Communication ............................3 cr
Prereq: COMM 107, 207, 208. Freq: Fall.
Examines 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.
Examines 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. Cross-listed with WGS 315.

320 Privilege and Power ........................................3 cr
Prereq: Junior standing; or consent of instructor. Freq: Yearly.
Examines oppressive social systems constituted by inequitable distributions of privilege and power. Focuses on the relationship between dominant groups and historical underrepresented groups in the U.S. Emphasizes issues of social justice and personal responsibility. Cross-listed with ETHN 320.

322 Public Relations Concepts and Practices ................3 cr
Prereq: SPCH 105 or COMM 205; COMM 107, 108. Freq: Fall.
Surveys theoretical and practical concepts involved in the practice of public relations such as rhetorical theory, interviewing techniques and execution, survey creation, and an introduction to Qualtrics software.

330 Communication and Socialization ........................3 cr
Prereq: Core courses and COMM 310, or consent of instructor. Freq: Occasional.
Examines current theories of child development with a focus on how children learn to communicate and the relationship between language and identity construction. Focuses on observations of children in three major contexts: home, school, peers.

335 Language in Human Communication ..................3 cr
Prereq: Core courses or consent of instructor. Freq: Occasional.
Examines 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.
430 Digital and Social Media Communication ...............................3 cr
Prereq: COMM 360, junior standing; or consent of instructor. Freq: Fall.
Examines critical analysis and application of Internet communication, including social networking, crowdsourcing, online communities and collaboration, identity and privacy issues, and other topics.

435 Integrated Marketing Communication.....................................3 cr
Prereq: COMM 360, junior standing; or consent of instructor. Freq: Fall.
Investigates theory and practice of integrated marketing communication approaches, including advertising, public relations, and emerging digital and social media. Possible community-based learning.

460 Global Media........................................................................3 cr
Prereq: COMM 360, junior standing; or consent of instructor. Freq: Spring.
Explores global media through the lens of culture, politics, and economics.

463 Gender, Race, Class and Sexualities in Media.........................3 cr
Prereq: COMM 360. Junior standing or consent of instructor. Freq: Fall.
Explores how representations of gender, race, class, and sexualities in the media contribute to our cultural identities. Cross-listed with WGS 463.

472 Communication and Popular Music.........................................3 cr
Prereq: Core courses or consent of instructor. Freq: Occasional.
Explores the cultural politics of popular music as communication in contemporary society.

480 Practicum in Organizational Communication .........................3 cr
Prereq: Consent of instructor and department chair. Freq: Fall, Spring.
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.

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; 2.25 cumulative GPA; or consent of instructor. Freq: Fall, Spring.
Assesses, integrates, and extends the student's intellectual grasp of the field. Includes career development planning. 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.