LIFE SCIENCES COMMUNICATION (LSC)

LSC 1 — COOPERATIVE EDUCATION/CO-OP IN LIFE SCIENCES COMMUNICATION
1 credit.

Full-time off-campus work experience which combines classroom theory with practical knowledge of operations to provide students with a background upon which to base a professional career. Students receive credit only for the term in which they are actively enrolled and working. The same work experience may not count towards credit in Life Sciences Communication 399.

Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Fall 2014

LSC 100 — SCIENCE AND STORYTELLING
3 credits.

Fundamentals of effective written and spoken communication. Develops skills in gathering and evaluating information, writing research papers and other documents, and preparing and delivering oral presentations.

Requisites: Students may enroll for only one Communications A course taken in residence
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 111 — SCIENCE AND TECHNOLOGY NEWSWRITING
3 credits.

Principles of journalism and essentials of journalistic writing applied to agriculture, natural resources, science, health and related topics.

Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 212 — INTRODUCTION TO SCIENTIFIC COMMUNICATION
3 credits.

Writing effective science digests, proposals, newsletters, and trade magazine articles for agriculture, natural resources, health and science-related topics.

Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 250 — RESEARCH METHODS IN THE COMMUNICATION INDUSTRY
3 credits.

Introduction to research methods in the communication industry. Overview of all stages of the research process (survey, focus groups, etc.) and of translating data into reports for expert and lay audiences and into effective campaign strategies.

Requisites: Sophomore Status
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 251 — SCIENCE, MEDIA AND SOCIETY
3 credits.

Introduction to communication at the intersection of science, politics and society. Overview of the theoretical foundations of science communication and their relevance for societal debates about science and emerging technologies.

Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Summer 2017

LSC 270 — COMMUNICATION IN LIFE SCIENCE INDUSTRIES
3 credits.

Techniques of achieving clarity, brevity and effectiveness in the life sciences communication industry: communication planning, preparation and examination for internal and external life sciences industry audiences.

Requisites: LSC COM 100, LSC COM 111, or LSC COM 212; or declared in the Business Management for Agricultural and Life Sciences certificate
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 289 — HONORS INDEPENDENT STUDY
1-2 credits.

INTER-AG 288

Requisites: Enrolled in the CALS Honors Program Sophomore or Junior standing.

Course Designation: Honors - Honors Only Courses (H)
Repeatable for Credit: Yes, unlimited number of completions

LSC 299 — INDEPENDENT STUDY
1-3 credits.

Requisites: Open to Freshmen or Sophomore or Junior standing written consent of instructor
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2014

LSC 314 — INTRODUCTION TO DIGITAL VIDEO PRODUCTION
3 credits.

Principles and techniques of digital documentary and informational video production. Video styles and subject matter treatment analyzed. Information gathering, videography, scripting, producing, and editing techniques.

Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 320 — FEATURE WRITING
3 credits.

Advanced writing techniques and in-depth article development, emphasizing agriculture, environment, science, and health topics.

Requisites: LSC COM 111 or LSC COM 212
Repeatable for Credit: No
Last Taught: Spring 2013
LSC 332 — PRINT AND ELECTRONIC MEDIA DESIGN
3 credits.
Principles and techniques of effective layout with desktop publishing software for specialized print and electronic publications.
Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 350 — VISUALIZING SCIENCE AND TECHNOLOGY
3 credits.
Introduction to the basic principles in the visual communication of science information. Principles of design, perception, cognition as well as the use of technologies in the representation of science in the mass media will be explored through illustrated lectures and written critique.
Open to all majors
Requisites: Sophomore standing.
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 360 — INFORMATION RADIO
3 credits.
Radio writing, editing, information gathering, planning, voicing, and evaluation using digital recording and editing equipment. Students write, produce and voice newscasts, advertisements, public service announcements, interviews, and features. Final project: team produce a radio program with science or consumer theme.
Requisites: LSC COM 100, 111 or 212
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 375 — SPECIAL TOPICS
1-4 credits.
Requisites: Cons inst
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2015

LSC 399 — COORDINATIVE INTERNSHIP/COOPERATIVE EDUCATION
1-8 credits.
Requisites: Cons suprvsg inst, advisor, intrshp progm coordinator
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

LSC 400 — STUDY ABROAD IN AGRICULTURAL JOURNALISM
1-6 credits.
Provides an area equivalency for courses taken on Madison Study Abroad Programs that do not equate to existing UW courses. W-Madison Study Abroad Program
Requisites: Current registration in a U.
Repeatable for Credit: Yes, unlimited number of completions

LSC 430 — COMMUNICATING SCIENCE WITH NARRATIVE
3 credits.
Understand how narrative theory influences audiences in presenting science; analyze the role of metaphor in communicating science; integrate effective writing structures for explaining complex science; learn writing and editing skills for best practices in science communication.
Requisites: (LSC 111 or LSC 212) and LSC 251
Repeatable for Credit: No
Last Taught: Spring 2017

LSC 431 — ADVERTISING IN THE LIFE SCIENCES
3 credits.
Using marketing communication principles to make advertising decisions for agricultural inputs and food products; creating print, radio, television and multi-media advertisements.
Requisites: Sophomore standing and LSC 251
Repeatable for Credit: No
Last Taught: Fall 2016

LSC 432 — SOCIAL MEDIA FOR THE LIFE SCIENCES
3 credits.
Explores social media communication and tools specific to the life sciences, and will be centered on building the student’s social media presence. Coursework will include a variety of readings from peer-reviewed papers, marketing, business and communication journals.
Requisites: Sophomore standing and LSC 251 or graduate standing
Repeatable for Credit: No
Last Taught: Summer 2017

LSC 435 — THEORY AND PRACTICE OF INTEGRATED MARKETING COMMUNICATION
3 credits.
This course provides practical insight into integrated marketing communication through analysis of contemporary developments in the marketplace together with theoretical background through readings from published scholarly research. It emphasizes information-seeking, oral presentation skills, and is writing-intensive.
Requisites: Sophomore standing and LSC 270
Repeatable for Credit: No
Last Taught: Fall 2017

LSC 440 — CONTEMPORARY COMMUNICATION TECHNOLOGIES AND THEIR SOCIAL EFFECTS
3 credits.
Explores the growth of the information industry. Looks at the characteristics and spread of new communication technologies. Evaluates their social, economic and political effects. Attention is given to rural-urban differences.
Requisites: Sophomore standing and LSC 251
Repeatable for Credit: No
Last Taught: Fall 2017
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Description</th>
<th>Requisites</th>
<th>Repeatable for Credit</th>
<th>Last Taught</th>
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<tbody>
<tr>
<td>LSC/AMER IND 444</td>
<td>NATIVE AMERICAN ENVIRONMENTAL ISSUES AND THE MEDIA</td>
<td>3 credits.</td>
<td>Explores public understanding and media coverage of Native American environmental issues including treaty rights, air and water quality, land-into-trust, and sacred sites. Analysis of organizational and structural constraints of media coverage relating to issues of sovereignty and intergovernmental relationships.</td>
<td>Sophomore standing</td>
<td>No</td>
<td>Summer 2017</td>
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<tr>
<td>LSC 450</td>
<td>DOCUMENTARY PHOTOGRAPHY FOR THE SCIENCES</td>
<td>3 credits.</td>
<td>Trains students in visual storytelling and how to think photographically for communicating science, health and the environment. Students study the contributions of social documentary photography while assignments create a portfolio of documentary photography, and final team projects create effective still-image video stories that employ intellectual property rights.</td>
<td>L SC COM 350</td>
<td>No</td>
<td>Spring 2016</td>
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<tr>
<td>LSC 477</td>
<td>NAMA PROJECT: AGRI-MARKETING STRATEGY AND IMPLEMENTATION</td>
<td>2 credits.</td>
<td>A full-scale marketing campaign culminating in a national student competition for National Agricultural Marketing Association during their annual convention held every spring. Development of campaign plan includes brand identity, associated visuals, market research, strategic communication, competitive analysis, presentation skills, and learning how to work as a team toward a common goal.</td>
<td>Consent of Instructor required to enroll</td>
<td>No</td>
<td>Spring 2017</td>
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<tr>
<td>LSC 505</td>
<td>PUBLICATIONS EDITING</td>
<td>3 credits.</td>
<td>Principles and techniques for effective editing and production of specialized information publications and documents.</td>
<td>Junior standing Ag Journ 111 or equivalent or consent of instructor</td>
<td>No</td>
<td>Fall 2008</td>
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<tr>
<td>LSC 515</td>
<td>PUBLIC INFORMATION CAMPAIGNS AND PROGRAMS</td>
<td>3 credits.</td>
<td>Design, production and evaluation of communication programs aimed at informing and educating publics about agricultural, environment, science, health and human ecology issues.</td>
<td>Senior standing, declared in Life Sciences Communication, LSC 250 and LSC 251</td>
<td>No</td>
<td>Spring 2017</td>
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<tr>
<td>LSC 532</td>
<td>WEB DESIGN FOR THE SCIENCES</td>
<td>3 credits.</td>
<td>This class gives students an opportunity to design websites that focus on agricultural, life and social sciences. It covers characteristics of web users, science information goals for websites, needs assessment, search strategies, formative evaluations, legal issues.</td>
<td>Sophomore standing, (LSC 111 or LSC 212) and LSC 251 or graduate standing</td>
<td>No</td>
<td>Fall 2017</td>
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<tr>
<td>LSC 560</td>
<td>SCIENTIFIC WRITING</td>
<td>3 credits.</td>
<td>This course is intended for students in science disciplines to learn how to communicate and translate scientific research for a general audience. Not open to students declared in Life Sciences Communication</td>
<td>Senior or graduate standing.</td>
<td>No</td>
<td>Summer 2017</td>
</tr>
<tr>
<td>LSC 614</td>
<td>ADVANCED VIDEO PRODUCTION</td>
<td>3 credits.</td>
<td>An advanced digital video production course. Students will receive advanced instruction in producing, videography, scripting, and editing digital video.</td>
<td>L Sc Com 314</td>
<td>No</td>
<td>Spring 2016</td>
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<tr>
<td>LSC/COM ARTS/JOURN 617</td>
<td>HEALTH COMMUNICATION IN THE INFORMATION AGE</td>
<td>3 credits.</td>
<td>This course will examine the role of communication in health, how the revolution in information technology has affected health communication, and the assumptions about health information and communication that drive current efforts to use technologies.</td>
<td>JOURN 565 or equivalent</td>
<td>No</td>
<td>Fall 2017</td>
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<tr>
<td>LSC 625</td>
<td>RISK COMMUNICATION</td>
<td>3 credits.</td>
<td>Examines risk as a central concept in the communication process through case studies from science, technology, environment, and health.</td>
<td>Jr or Grad st and L Sc Com 250, L Sc Com 251, or equiv; or cons inst</td>
<td>No</td>
<td>Fall 2017</td>
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</table>
LSC 640 — CASE STUDIES IN THE COMMUNICATION OF SCIENCE AND TECHNOLOGY
3 credits.

Examination of social scientific research addressing characteristics of science, public understanding of science, science news, and relationships between scientists and journalists. Application of this knowledge to several case studies examining the function of communication in specific scientific or technical contexts.

**Requisites:** Senior standing, declared in Life Sciences Communication, LSC 250 and LSC 251

**Repeatable for Credit:** No

**Last Taught:** Fall 2017

LSC 660 — DATA ANALYSIS IN COMMUNICATIONS RESEARCH
3 credits.

How to use chi-square, analysis of variance, simple and multiple correlation and regression analysis, and various nonparametric tests in communication research.

**Requisites:** Senior or Grad standing

**Repeatable for Credit:** No

**Last Taught:** Fall 2015

LSC 681 — SENIOR HONORS THESIS
2-4 credits.

**Requisites:** Honors program candidacy

**Course Designation:** Honors - Honors Only Courses (H)

**Repeatable for Credit:** No

**Last Taught:** Fall 2017

LSC 682 — SENIOR HONORS THESIS
2-4 credits.

Continuation of 681.

**Requisites:** Honors program candidacy Ag Journ 681

**Course Designation:** Honors - Honors Only Courses (H)

**Repeatable for Credit:** No

LSC 699 — SPECIAL PROBLEMS
1-4 credits.

**Requisites:** Sr st cons inst

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2017

LSC 700 — COLLOQUIUM IN LIFE SCIENCES COMMUNICATION
1 credit.

Gives graduate students exposure to the many faculty across the UW campus who work on communication issues within their own fields. Weekly speakers represent diverse departments and other units; many will focus on science, health technology and related issues.

**Requisites:** Graduate or professional standing

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2017

LSC 720 — INTRODUCTION TO COMMUNICATION THEORY AND RESEARCH
3 credits.

Introduction of concepts fundamental to conduct of social scientific research, overview of history and structure of field of communication, survey of major theoretical perspectives on mass communication at both micro and macro levels, with treatment of micro-macro and mass-interpersonal integration.

**Requisites:** Graduate or professional standing

**Repeatable for Credit:** No

**Last Taught:** Fall 2014

LSC/JOURN 811 — CONCEPTUALIZATION AND DESIGN OF MASS COMMUNICATION RESEARCH
2-3 credits.

Assists students in turning research questions into substantive research designs with understanding of the concepts involved. For most students, the final product will be a well-developed thesis or dissertation proposal.

**Requisites:** Graduate or professional standing

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2017

LSC/ENVIR ST/JOURN 823 — SCIENCE AND ENVIRONMENT COMMUNICATION
3 credits.

Course uses available scholarship and commentary to track the evolution of mass media coverage of science and the environment. Emphasis on how journalists utilize evidence, the influence of scientific and journalistic norms on stories, and the effects of mass media on science and environment messages to the public.

**Requisites:** Graduate or professional standing

**Repeatable for Credit:** No

**Last Taught:** Fall 2015

LSC/JOURN 825 — ETHICS AND COMMUNICATION
3 credits.

Explores critical media ethics questions shaped by practices in a disruptive digital environment.

**Requisites:** Graduate or professional standing

**Repeatable for Credit:** No

LSC/JOURN 826 — JOURNALISM THEORY
3 credits.

Focus on the content and purposes of journalism, explores cultural values associated with journalism, relationships between journalism and other institutions, and current issues facing journalists at a time when the profession faces many challenges.

**Requisites:** Graduate or professional standing

**Repeatable for Credit:** No
LSC/COM ARTS/JOURN 831 — PSYCHOLOGY OF ENTERTAINMENT MEDIA
3 credits.
This course is designed to provide an in-depth look into entertainment media, including its effects on individuals, social groups, and society. The focus on entertainment content is across platforms - from "mass" to social media. Emphasis will be paid to psychological, individual-level effects.
Requisites: Graduate or professional standing
Repeatable for Credit: No

LSC/JOURN 833 — TECHNOLOGY AND SOCIETY
3 credits.
This seminar considers the effects of new communication technologies on everyday life and political mobilization.
Requisites: Graduate or professional standing
Repeatable for Credit: No
Last Taught: Spring 2017

LSC/JOURN 840 — STRATEGIC MASS COMMUNICATION
3 credits.
Intensive readings focusing on theories, strategies, and methods involved in the strategic uses of mass communication. The course may focus on macro or micro issues.
Requisites: Graduate or professional standing
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2008

LSC 875 — SPECIAL TOPICS
1-4 credits.
Requisites: Graduate or professional standing
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

LSC/JOURN 880 — TOPICS IN MASS COMMUNICATION
3 credits.
In-depth investigation of a specific topic in mass communication.
Requisites: Graduate or professional standing
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

LSC/JOURN 901 — COLLOQUIUM IN MASS COMMUNICATION
1 credit.
May be repeated to a maximum of 3 credits. Colloquium series for communication graduate students. Course will offer research presentations by mass communication scholars, and is designed to acquaint graduate students with theoretical and methodological approaches to the study of communication.
Requisites: Graduate or professional standing
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

LSC 902 — PUBLIC OPINION OF LIFE SCIENCE ISSUES
3 credits.
Advanced seminar on public opinion surrounding the science issues and science policy. Examines the intersection of public opinion, science, and politics; issues related to public opinion measurement; and the importance of public opinion for different aspects of life science communication.
Requisites: Graduate or professional standing
Repeatable for Credit: No
Last Taught: Fall 2016

LSC 990 — RESEARCH
1-12 credits.
Requisites: Consent of instructor
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

LSC 999 — INDEPENDENT RESEARCH
1-3 credits.
Independent research.
Requisites: Consent of instructor
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017