

COMMUNICATION ARTS: COMMUNICATION SCIENCE AND RHETORICAL STUDIES

REQUIREMENTS

REQUIREMENTS FOR COMMUNICATION SCIENCE AND RHETORICAL STUDIES

A minimum of 10 courses and at least 30 credits are required for the major.¹

FUNDAMENTALS

Code	Title	Credits
COM ARTS 260	Communication and Human Behavior	3

CORE-PART ONE

Code	Title	Credits
Complete one: 3		
COM ARTS 360	Introduction to Rhetoric in Politics and Culture	
COM ARTS 370	Great Speakers and Speeches	
COM ARTS 372	Rhetoric of Campaigns and Revolutions	

CORE-PART TWO

Code	Title	Credits
Complete one: 3		
COM ARTS 361	Introduction to Quantitative Research in Communication	
COM ARTS 368	Persuasion and Social Influence	

APPLIED COMMUNICATION

Code	Title	Credits
Complete one: 3		
COM ARTS 262	Theory and Practice of Argumentation and Debate	
COM ARTS 266	Theory and Practice of Group Discussion	
COM ARTS 272	Introduction to Interpersonal Communication	
	or COM ARTS 277: Theory and Practice of Interpersonal Communication	

THEORY-HISTORY-CRITICISM

Code	Title	Credits
Complete three: 9		
COM ARTS 310	Topics in Rhetoric and Communication Science	
COM ARTS/ GEN&WS 316	Gender and Communication	
COM ARTS 317	Rhetoric and Health	
COM ARTS 318	Introduction to Health Communication	
COM ARTS 325	Media and Human Behavior	
COM ARTS 335	Social Media as Literature	
COM ARTS 344	Social Media & Well-Being	
COM ARTS 345	Online Communication and Personal Relationships	
COM ARTS 360	Introduction to Rhetoric in Politics and Culture	
COM ARTS 361	Introduction to Quantitative Research in Communication	
COM ARTS 368	Persuasion and Social Influence	
COM ARTS 369	Rhetoric of the U.S. Presidential Election	
COM ARTS 370	Great Speakers and Speeches	
COM ARTS 371	Communication and Conflict Resolution	
COM ARTS 372	Rhetoric of Campaigns and Revolutions	
COM ARTS 373	Intercultural Communication & Rhetoric	
COM ARTS/ RELIG ST 374	The Rhetoric of Religion	
COM ARTS 377	Topics in Digital Studies (Communication Science & Rhetoric)	
COM ARTS 402	The Psychology of Communication	
COM ARTS 470	Contemporary Political Discourse	
COM ARTS 472		
COM ARTS 474	Rhetoric of the Cold War	
COM ARTS 476	Nature of Criticism-The Public Arts of Communication	
COM ARTS 478	Rhetoric and Power on the Internet	
COM ARTS 509	Digital Media and Political Communication	
COM ARTS 518	Communication and Health Inequalities	
COM ARTS/ FOLKLORE 522	Digital Storytelling for Social Media	
COM ARTS 525		
COM ARTS 565	Communication and Interethnic Behavior	
COM ARTS 570	Classical Rhetorical Theory	
COM ARTS 573	Rhetoric of Globalization and Transnationalism	
COM ARTS 575	Communication in Complex Organizations	

COM ARTS 577	Dynamics of Online Relationships
COM ARTS 610	Special Topics in Rhetoric and Public Address
COM ARTS 612	Special Topics in Communication Science
COM ARTS/ HDFS/ JOURN 616	Mass Media and Youth
COM ARTS/ JOURN/LSC 617	Health Communication in the Information Age

RADIO-TV-FILM

Code	Title	Credits
Complete one:		3
COM ARTS 250	Survey of Contemporary Media	
COM ARTS 300	Film Comedy	
COM ARTS 313	Topics in Film and Media Studies	
COM ARTS 323	The Business and Culture of Disney	
COM ARTS 330	Music Industries and Popular Culture	
COM ARTS 346	Critical Internet Studies	
COM ARTS/ CHICLA 347	Race, Ethnicity, and Media	
COM ARTS 350	Introduction to Film	
COM ARTS 351	Television Industries	
COM ARTS 352	Film History to 1960	
COM ARTS 354	Film Genres	
COM ARTS 355	Introduction to Media Production	
COM ARTS 357	History of the Animated Film	
COM ARTS 358	History of Documentary Film	
COM ARTS 359	Sports Media	
COM ARTS 375	Ethics of Entertainment Media	
COM ARTS/ GEN&WS 418	Gender, Sexuality, and the Media	
COM ARTS/ CHICLA 419	Latino/as and Media	
COM ARTS/ ASIAN AM 420	Asian Americans and Media	
COM ARTS/ ASIAN 443	Indian Cinema in the U.S. and Beyond	
COM ARTS 448	Media and National Identity	
COM ARTS 449	Sound Cultures: Podcasting and Music	
COM ARTS 450	Cultural History of Broadcasting	
COM ARTS 451	Television Criticism	
COM ARTS 454	Critical Film Analysis	
COM ARTS 455	French Film	
COM ARTS 458	Global Media Cultures	
COM ARTS 459	New Media and Society	
COM ARTS/ ITALIAN 460	Italian Film	
COM ARTS 461	Global Art Cinema	
COM ARTS 462	American Independent Cinema	
COM ARTS 463	Avant-Garde Film	

COM ARTS 465	Editing and Post-production for Video and Film
COM ARTS 466	Writing for Television and Film
COM ARTS 467	Cinematography and Sound Recording
COM ARTS 468	Producing for Internet TV and Video
COM ARTS 540	Television Genres
COM ARTS 545	Media Audience Cultures
COM ARTS 547	Digital Game Cultures
COM ARTS 552	Contemporary Hollywood Cinema
COM ARTS 556	The American Film Industry in the Era of the Studio System
COM ARTS 557	
COM ARTS 608	Special Topics in Media and Cultural Studies
COM ARTS 609	Special Topics in Production
COM ARTS 613	Special Topics in Film
COM ARTS 651	Advanced Video Production and Direction
COM ARTS/ GERMAN 655	German Film
COM ARTS 659	Advanced Motion Picture Production Workshop
COM ARTS 669	Film Theory

ELECTIVES:²

Code	Title	Credits
Complete two additional COM ARTS courses numbered 200-699:		6
COM ARTS 200	Introduction to Digital Communication	
COM ARTS 213	Introductory Topic in Communication Arts: Study Abroad	
COM ARTS 250	Survey of Contemporary Media	
COM ARTS 260	Communication and Human Behavior	
COM ARTS 262	Theory and Practice of Argumentation and Debate	
COM ARTS 266	Theory and Practice of Group Discussion	
COM ARTS 272	Introduction to Interpersonal Communication	
	or COM ARTS 272: Theory and Practice of Interpersonal Communication	
COM ARTS 298	Directed Study	
COM ARTS 299	Directed Study	
COM ARTS 300	Film Comedy	
COM ARTS 310	Topics in Rhetoric and Communication Science	
COM ARTS 313	Topics in Film and Media Studies	
COM ARTS/ GEN&WS 316	Gender and Communication	
COM ARTS 317	Rhetoric and Health	
COM ARTS 318	Introduction to Health Communication	

COM ARTS 323	The Business and Culture of Disney	COM ARTS 454	Critical Film Analysis
COM ARTS 325	Media and Human Behavior	COM ARTS 455	French Film
COM ARTS 330	Music Industries and Popular Culture	COM ARTS 458	Global Media Cultures
COM ARTS 335	Social Media as Literature	COM ARTS 459	New Media and Society
COM ARTS 344	Social Media & Well-Being	COM ARTS/ ITALIAN 460	Italian Film
COM ARTS 345	Online Communication and Personal Relationships	COM ARTS 461	Global Art Cinema
COM ARTS 346	Critical Internet Studies	COM ARTS 462	American Independent Cinema
COM ARTS/ CHICLA 347	Race, Ethnicity, and Media	COM ARTS 463	Avant-Garde Film
COM ARTS 350	Introduction to Film	COM ARTS 465	Editing and Post-production for Video and Film
COM ARTS 351	Television Industries	COM ARTS 466	Writing for Television and Film
COM ARTS 352	Film History to 1960	COM ARTS 467	Cinematography and Sound Recording
COM ARTS 354	Film Genres	COM ARTS 468	Producing for Internet TV and Video
COM ARTS 355	Introduction to Media Production	COM ARTS 470	Contemporary Political Discourse
COM ARTS 357	History of the Animated Film	COM ARTS 472	
COM ARTS 358	History of Documentary Film	COM ARTS 474	Rhetoric of the Cold War
COM ARTS 359	Sports Media	COM ARTS 476	Nature of Criticism-The Public Arts of Communication
COM ARTS 360	Introduction to Rhetoric in Politics and Culture	COM ARTS 478	Rhetoric and Power on the Internet
COM ARTS 361	Introduction to Quantitative Research in Communication	COM ARTS 509	Digital Media and Political Communication
COM ARTS 368	Persuasion and Social Influence	COM ARTS 513	Topics in Communication Arts: Study Abroad
COM ARTS 369	Rhetoric of the U.S. Presidential Election	COM ARTS 518	Communication and Health Inequalities
COM ARTS 370	Great Speakers and Speeches	COM ARTS/ FOLKLORE 522	Digital Storytelling for Social Media
COM ARTS 371	Communication and Conflict Resolution	COM ARTS 525	
COM ARTS 372	Rhetoric of Campaigns and Revolutions	COM ARTS 540	Television Genres
COM ARTS 373	Intercultural Communication & Rhetoric	COM ARTS 545	Media Audience Cultures
COM ARTS/ RELIG ST 374	The Rhetoric of Religion	COM ARTS 547	Digital Game Cultures
COM ARTS 375	Ethics of Entertainment Media	COM ARTS 552	Contemporary Hollywood Cinema
COM ARTS 377	Topics in Digital Studies (Communication Science & Rhetoric)	COM ARTS 556	The American Film Industry in the Era of the Studio System
COM ARTS 402	The Psychology of Communication	COM ARTS 557	
COM ARTS/ GEN&WS 418	Gender, Sexuality, and the Media	COM ARTS 565	Communication and Interethnic Behavior
COM ARTS/ CHICLA 419	Latino/as and Media	COM ARTS 570	Classical Rhetorical Theory
COM ARTS/ ASIAN AM 420	Asian Americans and Media	COM ARTS 573	Rhetoric of Globalization and Transnationalism
COM ARTS/ ASIAN 443	Indian Cinema in the U.S. and Beyond	COM ARTS 575	Communication in Complex Organizations
COM ARTS/ AFRICAN/ L I S 444	Technology and Development in Africa and Beyond	COM ARTS 577	Dynamics of Online Relationships
COM ARTS 448	Media and National Identity	COM ARTS 608	Special Topics in Media and Cultural Studies
COM ARTS 449	Sound Cultures: Podcasting and Music	COM ARTS 609	Special Topics in Production
COM ARTS 450	Cultural History of Broadcasting	COM ARTS 610	Special Topics in Rhetoric and Public Address
COM ARTS 451	Television Criticism	COM ARTS 612	Special Topics in Communication Science
		COM ARTS 613	Special Topics in Film

COM ARTS/ HDFS/ JOURN 616	Mass Media and Youth
COM ARTS/ JOURN/LSC 617	Health Communication in the Information Age
COM ARTS 651	Advanced Video Production and Direction
COM ARTS/ GERMAN 655	German Film
COM ARTS 659	Advanced Motion Picture Production Workshop
COM ARTS 669	Film Theory
COM ARTS 691	Senior Thesis
COM ARTS 692	Senior Thesis
COM ARTS 698	Directed Study
COM ARTS 699	Directed Study

COM ARTS 361 (meets Quantitative Reasoning B, Social Science Breadth, and COM ARTS Core Part Two)	3 Science Breadth (Biological Science, if BS)	3
Physical Science Breadth	3 Intermediate/Advanced COMP SCI, MATH, or STAT (if BS)	3
Literature Breadth	3 Elective	3
Elective	3 Elective	3
Declare the major	INTER-LS 210 (optional)	1
	15	16

FOOTNOTES

¹ A course can be applied to only one requirement within the major.

² Excluding COM ARTS 605, COM ARTS 614 and COM ARTS 615.

FOUR-YEAR PLAN

FOUR-YEAR PLAN

This Four-Year Plan is only one way a student may complete an L&S degree with this major. Many factors can affect student degree planning, including placement scores, credit for transferred courses, credits earned by examination, and individual scholarly interests. In addition, many students have commitments (e.g., athletics, honors, research, student organizations, study abroad, work and volunteer experiences) that necessitate they adjust their plans accordingly. Informed students engage in their own unique Wisconsin Experience by consulting their academic advisors, Guide, DARS, and Course Search & Enroll for assistance making and adjusting their plan.

First Year

Fall	Credits Spring	Credits
COM ARTS 100 (meets Communication A)	3 COM ARTS 260 (meets Humanities or Social Science Breadth)	3
Quantitative Reasoning A	4 Ethnic Studies	3
Foreign Language (if needed)	4 Foreign Language (if needed)	4
Elective	3 Biological Science Breadth	3
COUN PSY 125 (optional)	1 Elective	3
	15	16

Second Year

Fall	Credits Spring	Credits
COM ARTS 272 (meets Communication B, Social Science Breadth, and COM ARTS applied)	3 COM ARTS Core Part One (meets Humanities Breadth)	3

Third Year

Fall	Credits Spring	Credits
COM ARTS Theory-History-Criticism (meets Social Science Breadth)	3 COM ARTS Radio-TV-Film	3
COM ARTS Theory-History-Criticism (meets Humanities Breadth)	3 Literature Breadth	3
Intermediate/Advanced COMP SCI, MATH, or STAT (if BS)	3 Elective	3
Science Breadth (Physical Science, if BS)	3 Elective	3
Elective	3 Elective	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
COM ARTS Theory-History-Criticism	3 COM ARTS Elective	3
COM ARTS Elective	3 Elective	3
Elective	3 Elective	3
Elective	3 Elective	3
Elective	3 Elective	1
	15	13

Total Credits 120