**COMMUNICATION ARTS, B.S.**

Faculty members in the Department of Communication Arts study and teach about the principal modes and media of communication. Areas of research include rhetoric, communication science, film, media and cultural studies. At the undergraduate level, these four areas are combined into two concentrations:

1. Communication Science and Rhetorical Studies
2. Radio–Television–Film

Courses deal with a wide range of communicative phenomena and approach them from a variety of functional, aesthetic, and theoretical perspectives. The curriculum is designed to foster understanding of communication processes, improve communication and digital literacy skills, and develop the capacity for critical appraisal and reflection.

Communication arts majors should consult one of the department's undergraduate advisors to discuss requirements and courses each semester.

**HOW TO GET IN**

**DECLARING THE MAJOR**

Students interested in pursuing the communication arts major are encouraged to meet with a communication arts advisor. To declare the major, Letters & Science students complete a major declaration form. Forms are available in the communication arts academic advising offices and the communication arts main office. Non–Letters & Science students will need permission from their school or college to pursue an additional major in communication arts. Students may not declare communication arts as a second major if they have earned more than 100 credits.

**REQUIREMENTS**

**UNIVERSITY GENERAL EDUCATION REQUIREMENTS**

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext) section of the Guide.

**Requirements**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Education</strong></td>
<td></td>
</tr>
<tr>
<td>Mathematics</td>
<td>Two (2) 3+ credits of intermediate/advanced level MATH, COMP SCI, STAT (limit one each: COMP SCI, STAT)</td>
</tr>
<tr>
<td>Foreign Language</td>
<td>Complete the third unit of a foreign language. Note: A unit is one year of high school work or one semester/term of college work.</td>
</tr>
<tr>
<td>L&amp;S Breadth</td>
<td>Humanities, 12 credits: 6 of the 12 credits must be in literature</td>
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<td></td>
<td>Social Sciences, 12 credits</td>
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<tr>
<td></td>
<td>Natural Sciences, 12 credits: must include 6 credits in biological science; and must include 6 credits in physical science</td>
</tr>
<tr>
<td>Liberal Arts and Science Coursework</td>
<td>108 credits</td>
</tr>
<tr>
<td>Depth of Intermediate/Advanced work</td>
<td>60 intermediate or advanced credits</td>
</tr>
<tr>
<td>Major</td>
<td>Declare and complete at least one (1) major</td>
</tr>
<tr>
<td>Total Credits</td>
<td>120 credits</td>
</tr>
<tr>
<td>UW-Madison Experience</td>
<td>30 credits in residence, overall</td>
</tr>
<tr>
<td>Minimum</td>
<td>2.000 in all coursework at UW–Madison</td>
</tr>
<tr>
<td>GPAs</td>
<td>2.000 in intermediate/advanced coursework at UW–Madison</td>
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</tbody>
</table>
NON–L&S STUDENTS PURSUING AN L&S MAJOR

Non–L&S students who have permission from their school/college to pursue an additional major within L&S only need to fulfill the major requirements and do not need to complete the L&S breadth and degree requirements above.

COMMUNICATION ARTS MAJOR REQUIREMENTS

Communication arts offers two options within the major:

- Communication Science and Rhetorical Studies
- Radio–Television–Film

Students declare one of the two options and complete a minimum of 10 courses and at least 30 credits in the major. Please note that COM ARTS courses numbered below 200 as well as COM ARTS 614 and COM ARTS 615 do not count toward a requirement within the major.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM ARTS 260</td>
<td>Communication and Human Behavior</td>
<td>3</td>
</tr>
<tr>
<td>COM ARTS 360</td>
<td>Introduction to Rhetoric in Politics and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COM ARTS 370</td>
<td>Great Speakers and Speeches</td>
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<tr>
<td>COM ARTS 372</td>
<td>Rhetoric of Campaigns and Revolutions</td>
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<tr>
<td>COM ARTS 361</td>
<td>Introduction to Quantitative Research in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM ARTS 368</td>
<td>Theory and Practice of Persuasion</td>
<td></td>
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<tr>
<td>COM ARTS 371</td>
<td>Communication and Conflict Resolution</td>
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<tr>
<td>COM ARTS 372</td>
<td>Rhetoric of Campaigns and Revolutions</td>
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<tr>
<td>COM ARTS 377</td>
<td>Topics in Digital Studies (Communication Science &amp; Rhetoric)</td>
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<tr>
<td>COM ARTS 378</td>
<td>The Rhetoric of African American Discourse</td>
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<tr>
<td>COM ARTS 402</td>
<td>The Psychology of Communication</td>
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<td>COM ARTS 470</td>
<td>Contemporary Political Discourse</td>
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<td>COM ARTS 472</td>
<td>Rhetoric and Technology</td>
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<tr>
<td>COM ARTS 476</td>
<td>Nature of Criticism-The Public Arts of Communication</td>
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<tr>
<td>COM ARTS 478</td>
<td>Rhetoric and Power on the Internet</td>
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<tr>
<td>COM ARTS 509</td>
<td>Digital Media and Political Communication</td>
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<tr>
<td>COM ARTS 522</td>
<td>Digitally Documenting Everyday Communication</td>
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<tr>
<td>COM ARTS 525</td>
<td>Media, Deliberation, and Public Issues</td>
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<tr>
<td>COM ARTS 560</td>
<td>Communication Theory</td>
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<tr>
<td>COM ARTS 562</td>
<td>Theories of Deliberation and Controversy</td>
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<tr>
<td>COM ARTS 565</td>
<td>Communication and Interethnic Behavior</td>
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<tr>
<td>COM ARTS 570</td>
<td>Classical Rhetorical Theory</td>
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<tr>
<td>COM ARTS 571</td>
<td>Contemporary Rhetorical Theory</td>
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<tr>
<td>COM ARTS 573</td>
<td>Rhetoric of Globalization and Transnationalism</td>
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<td>COM ARTS 575</td>
<td>Communication in Complex Organizations</td>
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<tr>
<td>COM ARTS 576</td>
<td>Principles of Rhetorical Criticism</td>
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<td>COM ARTS 577</td>
<td>Dynamics of Online Relationships</td>
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<tr>
<td>COM ARTS 610</td>
<td>Special Topics in Rhetoric and Public Address</td>
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<tr>
<td>COM ARTS 612</td>
<td>Special Topics in Communication Science</td>
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<tr>
<td>COM ARTS/HDFS/JOURN/LSC 616</td>
<td>Mass Media and Youth</td>
<td></td>
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<tr>
<td>COM ARTS/JOURN/LSC 617</td>
<td>Health Communication in the Information Age</td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Credits</td>
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</tr>
<tr>
<td>COM ARTS 667</td>
<td>History of American Public Address</td>
<td></td>
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<tr>
<td>COM ARTS 671</td>
<td>Communication and Social Conflict</td>
<td></td>
</tr>
<tr>
<td>COM ARTS 674</td>
<td>Rhetorical Analysis</td>
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</tr>
<tr>
<td>COM ARTS 675</td>
<td>Rhetoric of Women’s Social and Political Discourse</td>
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</tr>
</tbody>
</table>

**Radio–TV–Film**

Select any course from the Radio–TV–Film Option 3

**Electives**

Select any two COM ARTS courses numbered 200 and above 6

**Total Credits** 30

1 Can be applied to only one requirement within the major.

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

**RADIO–TELEVISION–FILM**

This option focuses on the history, theory, criticism, cultural uses, and production practices of television, film, radio, and digital media. While there is no production major, students are required to take a media production course in order to gain a concrete understanding of the possibilities of these media. Emphasis is on critical analysis, creative expression, and an understanding of how media functions in our society.

**Code** | **Title**                                           | **Credits** |
<table>
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</thead>
<tbody>
<tr>
<td>Fundamentals</td>
<td></td>
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<tr>
<td>COM ARTS 250</td>
<td>Survey of Contemporary Media</td>
<td>3</td>
</tr>
</tbody>
</table>

**Radio–TV–Film Core**

COM ARTS 350 | Introduction to Film                             | 3           |

**Production**

COM ARTS 351 | Television Industries                            | 3           |

Advanced production courses (count as Electives for the Major):

- 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 609 | Special Topics in Production                     |             |
- COM ARTS 659 | Advanced Motion Picture Production Workshop      |             |

**Theory–History–Criticism**

Select three of the following: 9

- COM ARTS 313 | Topics in Film and Media Studies                 |             |
- COM ARTS 346 | Critical Internet Studies                        |             |
- COM ARTS/CHICLA 347 | Race, Ethnicity, and Media                     |             |
- COM ARTS 352 | Film History to 1960                             |             |
- COM ARTS 353 | Film History Since 1960                          |             |
- COM ARTS 354 | Film Styles and Genres                           |             |
- 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                    |             |

**Communication Science and Rhetorical Studies**

Select any course from the Communication Science and Rhetorical Studies Option 3

**Electives**

Select any two COM ARTS courses numbered 200 and above 6

**Total Credits** 31

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

**RESIDENCE AND QUALITY OF WORK**

2.000 GPA in all COM ARTS and major courses

2.000 GPA on 15 upper-level major credits, taken in residence: intermediate- or advanced-level COM ARTS or major courses
15 credits in COM ARTS, taken on campus

**DISTINCTION IN THE MAJOR IN COMMUNICATION ARTS**

Students not enrolled in the honors program who have earned a 3.750 or higher GPA within their COM ARTS and major courses are eligible for distinction in the major.

**HONORS IN THE MAJOR IN COMMUNICATION ARTS**

Students may apply to pursue Honors in the Communication Arts Major in consultation with the Communication Arts undergraduate advisor. To be accepted students must have:

- Completed the fundamentals course and the two core courses for their declared Option and
- Earned a 3.500 GPA in all COM ARTS courses

**HONORS IN THE COMMUNICATION ARTS MAJOR REQUIREMENTS**

To earn a B.A. or B.S. with Honors in the Major in Communication Arts students must satisfy both the requirements for the major (above) and the following additional requirements:

- Earn a 3.300 overall university GPA
- Earn a 3.500 GPA for all COM ARTS courses
- Complete the requirements for the declared major Option, to include:
  - All theory, history, criticism courses taken to meet the regular major requirements within the declared Option must be 400-level or higher, for Honors
  - One additional theory, history, criticism course at the 400 level or higher, for Honors
  - Three Theory, History and Criticism courses must be completed on campus.
  - A two-semester Senior Honors Thesis in COM ARTS 681 Senior Honors Thesis and COM ARTS 682 Senior Honors Thesis, for a total of 6 credits

**LEARNING OUTCOMES**

1. Students will demonstrate an understanding of core content in either of the two tracks: Communication Science and Rhetorical Studies or Radio-TV-Film.
2. Students will be able to conduct theoretical, historical, and critical analyses of communication.
3. Students will demonstrate an ability to communicate effectively in writing, orally, or via the creation of media content (e.g., digital, film).

**CAREER ADVISING**

Communication arts academic advisors (https://commarts.wisc.edu/undergraduate/advising) assist students throughout their undergraduate studies. They offer individual appointments, drop-in advising, and group advising.

**CONTACT INFORMATION:**

Steffie Halverson, 6070 Vilas Hall, 608-262-2285, advising@commarts.wisc.edu

Mary Rossa, 6068 Vilas Hall, 608-262-0992, advising@commarts.wisc.edu

**CAREER EXPLORATION AND PREPARATION**

The Department of Communication Arts encourages students to apply the knowledge and skills they attain through coursework to professional

**Residency**

Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. "In residence" means on the UW–Madison campus with an undergraduate degree classification. "In residence" credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

**Quality of Work**

Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

1 Online courses taken through the University of Wisconsin–Madison Department of Communication Arts are considered on-campus for this purpose

2 Submission and approval of a Senior Honors Thesis Proposal is required prior to the term in which students enroll for COM ARTS 681 Senior Honors Thesis. See the Communication Arts Undergraduate Advisor for current process. Approval of the completed thesis by the thesis advisor and a second Communication Arts faculty member is required.
settings. Internships and part-time jobs at television networks, nonprofit organizations, talent agencies, magazines, radio stations, advertising agencies, production companies, government agencies, and other communication-related businesses help students gain work-related experience and explore career options. Advising emails, tweets (https://twitter.com/uwcommarts_adv), and postings provide communication arts majors with information on opportunities across the country.

Declared majors may earn one credit for their internship experience through COM ARTS 614 Field Experience in Communication and COM ARTS 615 Second Field Experience in Communication.

ATTEND EVENTS
Throughout the academic year, students have the opportunity to participate in several communication-focused, career-related events, such as guest speakers, career panels, and the advertising and communications career fair.

COMMUNICATION ARTS ALUMNI CAREERS AT A GLANCE
After completing a liberal arts education with a communication arts major, communication arts alumni pursue a variety of careers. In a recent survey, communication arts alumni were asked to provide and categorize their occupation. The results are available on the Department of Communication Arts website:


ADDITIONAL CAREER RESOURCES
- Why the liberal arts? (http://ls.wisc.edu/about/why-liberal-arts)
- L&S Career Services (http://careers.ls.wisc.edu/students.htm)
- INTER-LS 210 L&S Career Development: Taking Initiative (1 credit, targeted to first- and second-year students)
- Learn how we’re transforming career preparation: L&S Career Initiative (http://ls.wisc.edu/about/lsci?p=careerinitiative.html)

PEOPLE
Please see the People (https://commarts.wisc.edu/people) section of the Department of Communication Arts website for additional information.

FACULTY
COMMUNICATION SCIENCE AND RHETORICAL STUDIES
Robert Asen, Professor; Robert Glenn Howard, Professor; Jenell Johnson, Associate Professor; Stephen Lucas, Professor; Marie-Louise Mares, Professor; Sara McKinnon, Associate Professor; Zhongdang Pan, Professor; Catalina Toma, Associate Professor; Lyn Van Swol, Professor; Michael Xenos, Department Chair and Professor; Susan Zaeske, Associate Dean and Professor

RADIO–TELEVISION–FILM
Maria Belodubrovskaya, Assistant Professor; Kelley Conway, Professor; Jonathan Gray, Professor; Eric Hoyt, Assistant Professor; Lea Jacobs, Associate Vice Chancellor for Arts & Humanities and Professor; Derek Johnson, Associate Professor; Lori Lopez, Assistant Professor; Jeremy Morris, Assistant Professor; J.J. Murphy, Professor; Ben Singer, Associate Professor; Jeff Smith, Professor

INSTRUCTIONAL STAFF
Aaron Granat, Lecturer; Erik Gunneson, Faculty Associate; Jason Lopez, Lecturer; Sarah Jedd, Associate Faculty Associate; Mary McCoy, Assistant Faculty Associate

ACADEMIC ADVISING
Steffie Halverson, Academic Advisor
Mary Rossa, Senior Student Services Coordinator

CAREER ADVISING
Pam Garcia-Rivera, Senior Student Services Coordinator

WISCONSIN EXPERIENCE

STUDENT ORGANIZATIONS
UW–Madison offers many opportunities to get involved. Communication arts majors join student organizations across their areas of interest.

Department-Affiliated Organizations:
- Communication Arts Student Association (CASA)
- Hollywood Badgers
- Production at Wisconsin (PAW)

See the Department of Communication Arts website for a sampling of other UW student organizations (https://commarts.wisc.edu/undergraduate/opportunities) that may be of interest to communication-focused students.

STUDYING ABROAD
Communication arts majors are encouraged to look at study abroad programs and opportunities across the globe. Our students have studied in cities such as London, Rome, Tel Aviv, Prague, Galway, Sydney, Madrid, Bologna, Cape Town, Paris, Copenhagen, and Buenos Aires. When planning for their semester abroad, students should think beyond courses required for their major. Students are encouraged to take courses from a variety of subjects to satisfy elective credits for their degree.

RESEARCH OPPORTUNITIES
Communication science research team members gain hands-on research experience. Undergraduate research assistants may learn to code and enter data, interview participants, gather and prepare research materials, run experiments, and perform other activities required to complete a research study. Reading and writing assignments related to the research activities are assigned throughout the semester. Opportunities to participate in a research team vary from semester to semester.

RESOURCES AND SCHOLARSHIPS

SCHOLARSHIPS
Students apply for scholarships online through My Scholarships (https://scholarships.wisc.edu/Scholarships). The Department of Communication Arts offers the following scholarships:
• Christopher Neal Heinlein Memorial Scholarships
• Charline M. Wackman Awards for Summer Session
• Charline M. Wackman Awards (Fall Term)
• Keith Harris Wyche Memorial Scholarships

See the scholarship section (https://commarts.wisc.edu/undergraduate/scholarships) of the department website for additional details.