

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, and may not receive additional credit in another course for the same work. Enroll Info: None

Requisites: LSC 250 and senior standing or graduate/professional standing

Repeatable for Credit: Yes, unlimited number of completions

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. Enroll Info: None

Requisites: Students required to take the MSN ESLAT cannot enroll until the ESL 118 requirement is satisfied

Course Designation: Gen Ed - Communication Part A
Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Summer 2021

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. Enroll Info: None

Requisites: Satisfied Communications A requirement

Course Designation: Gen Ed - Communication Part B

Repeatable for Credit: No

Last Taught: Spring 2020

LSC 155 – FIRST-YEAR SEMINAR IN SCIENCE COMMUNICATION

1 credit.

Introduces students to the field of science communication and the importance of effectively communicating about controversial and complex science and technology topics. Engage with science communication faculty and staff, campus resources, and opportunities to explore academic and career goals. Appropriate for students across a wide variety of disciplines. Examples of topics that may be discussed in the course include climate change, artificial intelligence, gene editing, and public health. Enroll Info: None

Requisites: None

Repeatable for Credit: No

Last Taught: Spring 2021

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. Enroll Info: None

Requisites: Satisfied Communications A requirement

Course Designation: Gen Ed - Communication Part B

Repeatable for Credit: No

Last Taught: Spring 2021

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. Enroll Info: None

Requisites: Satisfied Communications A requirement

Course Designation: Breadth - Social Science

Repeatable for Credit: No

Last Taught: Spring 2021

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 across different parts of the world. Enroll Info: None

Requisites: None

Course Designation: Breadth - Either Humanities or Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Summer 2021

LSC 270 – MARKETING COMMUNICATION FOR THE SCIENCES

3 credits.

Explores marketing, promotion, and strategic communication specific to the consumer marketplace. Analyze communication strategies for science products and industries synthesized from business goals and objectives to specific audiences. Coursework includes a variety of readings from a class textbook as well as peer-reviewed papers published in life science, marketing, communication, and general business journals. Enroll Info: None

Enroll Info: None

Requisites: Satisfied Communications A requirement

Course Designation: Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Fall 2020

LSC 289 – HONORS INDEPENDENT STUDY

1-2 credits.

Research work for Honors students under direct guidance of a faculty member in an area encompassing Life Sciences Communication.

Students are responsible for arranging the work and credits with the supervising instructor. Enroll Info: None

Requisites: Consent of instructor

Course Designation: Honors - Honors Only Courses (H)

Repeatable for Credit: Yes, unlimited number of completions

LSC 299 – INDEPENDENT STUDY

1-3 credits.

Research work for students under direct guidance of a faculty member in an area encompassing Life Sciences Communication. Students are responsible for arranging the work and credits with the supervising instructor. Enroll Info: None

Requisites: 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. Enroll Info: None

Requisites: None

Course Designation: Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Spring 2021

LSC 320 – FEATURE WRITING

3 credits.

Advanced writing techniques and in-depth article development, emphasizing agriculture, environment, science, and health topics. Enroll Info: None

Requisites: Satisfied Communications A requirement

Course Designation: Sustain - Sustainability

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. Enroll Info: None

Requisites: None

Repeatable for Credit: No

Last Taught: Spring 2021

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.

Enroll Info: None

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Breadth - Either Humanities or Social Science Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Summer 2021

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. Enroll Info: None

Requisites: Satisfied Communications A requirement

Course Designation: Gen Ed - Communication Part B

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Fall 2020

LSC 375 – SPECIAL TOPICS

1-4 credits.

Specialized subject matter of current interest to undergraduate students.

Enroll Info: None

Requisites: None

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2021

LSC 399 – COORDINATIVE INTERNSHIP/COOPERATIVE EDUCATION

1-8 credits.

An internship under guidance of a faculty or instructional academic staff member in LSC and internship site supervisor. Students are responsible for arranging the work and credits with the faculty or instructional academic staff member and the internship site supervisor. Enroll Info: None

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Workplace - Workplace Experience Course

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2021

LSC 400 – STUDY ABROAD IN LIFE SCIENCES COMMUNICATION

1-6 credits.

Provides an area equivalency for courses taken on UW-Madison Study Abroad Programs that do not equate to existing UW courses. Enroll Info: None

Enroll Info: None

Requisites: None

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. Enroll Info: None

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Gen Ed - Communication Part B

Grad 50% - Counts toward 50% graduate coursework requirement

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Spring 2018

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. Enroll Info: None

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Summer 2021

LSC 435 – THEORY AND PRACTICE OF INTEGRATED MARKETING COMMUNICATION

3 credits.

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. Enroll Info: None

Requisites: LSC 270 or graduate/professional standing

Course Designation: Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Spring 2021

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. Enroll Info: None

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Spring 2021

LSC/AMER IND 444 – NATIVE AMERICAN ENVIRONMENTAL ISSUES AND THE MEDIA

3 credits.

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. Enroll Info: None

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Ethnic St - Counts toward Ethnic Studies requirement

Breadth - Either Humanities or Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Summer 2017

LSC 450 – DOCUMENTARY PHOTOGRAPHY FOR THE SCIENCES

3 credits.

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. Enroll Info: None

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Breadth - Either Humanities or Social Science Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2021

LSC 477 – NAMA PROJECT: AGRI-MARKETING STRATEGY AND IMPLEMENTATION

2 credits.

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. Enroll Info: None

Requisites: None

Repeatable for Credit: Yes, for 8 number of completions

Last Taught: Spring 2021

LSC 515 – SOCIAL MARKETING CAMPAIGNS IN SCIENCE, HEALTH AND THE ENVIRONMENT

3 credits.

Design, production and evaluation of communication programs aimed at informing and educating the public about agricultural, environmental, science, health and human ecology issues. Enroll Info: None

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

Course Designation: Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Spring 2021

LSC 532 – WEB DESIGN FOR THE SCIENCES

3 credits.

Provides 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. Enroll Info: None

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2021

LSC 560 – SCIENTIFIC WRITING

3 credits.

Focuses on scientific writing techniques that can be applied to academic papers, scientific journals, grant proposals, and other written and oral professional work in science and technology related fields. Enroll Info: None

Requisites: Junior standing

Course Designation: Gen Ed - Communication Part B

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Summer 2021

LSC 561 – WRITING SCIENCE FOR THE PUBLIC

3 credits.

Focuses on science writing concepts and techniques that can be used to communicate purposefully and effectively with public audiences about science, research, and technology. Enroll Info: None

Requisites: Junior standing

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

LSC 614 – ADVANCED VIDEO PRODUCTION

3 credits.

An advanced digital video production course. Students will receive advanced instruction in producing, videography, scripting, and editing digital video. Enroll Info: None

Requisites: LSC 314 or graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2020

LSC/COM ARTS/JOURN 617 – HEALTH COMMUNICATION IN THE INFORMATION AGE

3 credits.

Examines 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. Enroll Info: None

Requisites: Junior standing

Course Designation: Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2020

LSC 625 – RISK COMMUNICATION

3 credits.

Examines risk as a central concept in the communication process. Since risk is intrinsically an interdisciplinary concept, the examination will rely on literature from a wide range of disciplines and perspectives, such as communication, psychology, sociology and formal risk analysis. Case studies will be drawn from a wide range of global issues and cultural contexts, including environmental, technological or health risks; food safety risks; international military crisis or threats of terrorism; and natural disasters. Enroll Info: None

Requisites: Junior standing and (LSC 250 or 251); or graduate/professional standing

Course Designation: Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2020

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. Enroll Info: None

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

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Sustain - Sustainability

Repeatable for Credit: No

Last Taught: Spring 2021

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. Enroll Info: None

Requisites: LSC 250 and senior standing or graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2019

LSC 681 – SENIOR HONORS THESIS

2-4 credits.

Individual study for majors completing theses for Honors degrees as arranged with a faculty member. Enroll Info: None

Requisites: Consent of instructor

Course Designation: Honors - Honors Only Courses (H)

Repeatable for Credit: No

Last Taught: Fall 2017

LSC 682 – SENIOR HONORS THESIS

2-4 credits.

Second semester of individual study for majors completing theses for Honors degrees as arranged with a faculty member. Enroll Info: None

Requisites: Consent of instructor

Course Designation: Honors - Honors Only Courses (H)

Repeatable for Credit: No

Last Taught: Spring 2018

LSC 691 – SENIOR THESIS

1-3 credits.

Individual study for undergraduate students completing a thesis in the area of science communication, as arranged with a research faculty member. Enroll Info: None

Requisites: Consent of instructor

Repeatable for Credit: No

LSC 692 – SENIOR THESIS

1-3 credits.

Second semester of individual study for undergraduate students completing a thesis in the area of science communication, as arranged with a research faculty member. Enroll Info: None

Requisites: Consent of instructor

Repeatable for Credit: No

LSC 699 – SPECIAL PROBLEMS

1-4 credits.

Individual advanced work in an area of Life Sciences Communication under the direct guidance of a faculty member. Enroll Info: None

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2021

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. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2021

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. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2020

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. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2018

LSC/ENVIR ST/JOURN 823 – SCIENCE AND ENVIRONMENT COMMUNICATION

3 credits.

Tracks 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. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2019

LSC/JOURN 825 – ETHICS AND COMMUNICATION

3 credits.

Explores critical media ethics questions shaped by practices in a disruptive digital environment. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2021

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. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2020

LSC/COM ARTS/JOURN 831 – PSYCHOLOGY OF ENTERTAINMENT MEDIA

3 credits.

Provides 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. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

LSC/JOURN 833 – TECHNOLOGY AND SOCIETY

3 credits.

Considers the effects of new communication technologies on everyday life and political mobilization. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2020

LSC/JOURN 834 – COMMUNICATION AND SOCIAL THEORY

3 credits.

Looks at key questions in social theory from the 20th century and provides concepts and analytical frameworks to think carefully about how networks work and what they do at different levels of society. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

LSC 875 – SPECIAL TOPICS

1-4 credits.

Specialized subject matter of current interest to graduate students. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2020

LSC/JOURN 880 – TOPICS IN MASS COMMUNICATION

3 credits.

In-depth investigation of a specific topic in mass communication. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2020

LSC/JOURN 901 – COLLOQUIUM IN MASS COMMUNICATION

1 credit.

Research presentations by mass communication scholars, and is designed to acquaint graduate students with theoretical and methodological approaches to the study of communication. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2020

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. Enroll Info: None

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2021

LSC 990 – RESEARCH

1-12 credits.

Independent research in preparation of a graduate thesis under supervision of a faculty member. Enroll Info: None

Requisites: Consent of instructor

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Summer 2021

LSC 999 – INDEPENDENT RESEARCH

1-3 credits.

Independent research. Enroll Info: None

Requisites: Consent of instructor

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2020