

LIFE SCIENCES COMMUNICATION (LSC)

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 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

Repeatable for Credit: No

Last Taught: Spring 2024

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.

Requisites: None

Repeatable for Credit: No

Last Taught: Fall 2022

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: Satisfied Communications A requirement

Course Designation: Gen Ed - Communication Part B

Repeatable for Credit: No

Last Taught: Spring 2024

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 and of translating data into reports for strategic communication recommendations for clients, ranging from industry to policymakers.

Requisites: Satisfied Quantitative Reasoning (QR) A requirement

Course Designation: Breadth - Social Science

Level - Intermediate

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

Repeatable for Credit: No

Last Taught: Spring 2024

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.

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

Repeatable for Credit: No

Last Taught: Fall 2023

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.

Requisites: Satisfied Communications A requirement

Course Designation: Level - Elementary

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

Repeatable for Credit: No

Last Taught: Fall 2023

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.

Requisites: Consent of instructor

Course Designation: Honors - Honors Only Courses (H)

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2024

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.

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.

Requisites: None

Repeatable for Credit: No

Last Taught: Spring 2024

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: None**Repeatable for Credit:** No**Last Taught:** Spring 2024**LSC 340 – MISINFORMATION, FAKE NEWS, AND CORRECTING FALSE BELIEFS ABOUT SCIENCE**

3 credits.

Explores the spread of misinformation and its effects on scientific topics. Covers why people believe fake news, the role of social media in propagating fake news, and the societal impacts. Practice applying theoretical ideas and making evidence-based recommendations for correcting examples of misinformation in science, media, and industry.

Requisites: Satisfied Communications A requirement or graduate/professional standing**Course Designation:** Breadth - 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 2024**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.

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:** Fall 2023**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.

Requisites: Satisfied Communications A requirement**Course Designation:** Gen Ed - Communication Part B**Repeatable for Credit:** No**Last Taught:** Spring 2024**LSC 375 – SPECIAL TOPICS**

1-4 credits.

Specialized subject matter of current interest to undergraduate students.

Requisites: None**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2023**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.

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:** Fall 2023**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.

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.

Requisites: Satisfied Communications A requirement or graduate/professional standing**Course Designation:** Gen Ed - Communication Part B

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Fall 2021**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: Satisfied Communications A requirement or graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2023

LSC 435 – BRAND STRATEGY FOR THE SCIENCES

3 credits.

Explores strategic marketing, branding, and communication planning specific to science, technology, and environmental industries. Examines the sociological and psychological processes shaping audiences' perceptions of various brands, and discusses how to apply various strategies and frameworks to reinforce these perceptions and guide marketing and communication efforts. Combines portfolio-building writing as well as in-class presentations and discussion on contemporary marketing, branding issues, including strategic marketing plans.

Requisites: LSC 270, GEN BUS 311, MARKETNG 300, CNSR SCI 477, or graduate/professional 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

Last Taught: Spring 2024

LSC 440 – DIGITAL MEDIA AND SCIENCE COMMUNICATION

3 credits.

Explores how to navigate the complex world of digital and networked communication tools with an eye toward a wide variety of careers in communication. Understand and evaluate social implications of digital media, informed by the most recent scholarship and classical theories. Attention is given to implications for public engagement with controversial scientific issues.

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Breadth - 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: Fall 2023

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.

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

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.

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 2024

LSC 460 – SOCIAL MEDIA ANALYTICS

3 credits.

Provides an introduction and practical guide to understanding, collecting, and analyzing data from social media to evaluate their impact on consumer choices, human interaction, and public opinion of scientific issues and industries. Prepares students to apply metrics from current social media platforms (e.g. Instagram, Youtube, Twitter, etc.) to develop strategic communication recommendations for clients, ranging from industry to policymakers.

Requisites: Satisfied Quantitative Reasoning A requirement or graduate/professional standing

Course Designation: Breadth - 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 2024

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.

Requisites: None

Repeatable for Credit: Yes, for 8 number of completions

Last Taught: Spring 2024

LSC 480 – CULTURALLY RESPONSIVE SCIENCE COMMUNICATION

3 credits.

Analyzes inequities in science communication and explores approaches to increase equity and cultural competence in an evolving social landscape. Covers participatory research methods and critiques of approaches that do not center the community as co-creators of science communication designed to serve community priorities. Opportunities to engage with professionals and communities working to achieve culturally responsive science communication in contexts such as health, agriculture, and the environment.

Requisites: Satisfied Communications A requirement or graduate/professional standing

Course Designation: Ethnic St - Counts toward Ethnic Studies requirement

Breadth - 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 2024

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.

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

Repeatable for Credit: No

Last Taught: Spring 2024

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.

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 2024

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.

Requisites: Junior standing

Course Designation: Gen Ed - Communication Part B

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2023

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.

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

Last Taught: Spring 2024

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.

Requisites: LSC 314 or graduate/professional standing

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

Repeatable for Credit: No

Last Taught: Fall 2021

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.

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: Spring 2024

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.

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: Spring 2024

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 251

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

Repeatable for Credit: No

Last Taught: Spring 2024

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: 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: Fall 2022

LSC 681 – SENIOR HONORS THESIS

2-4 credits.

Individual study for majors completing theses for Honors degrees as arranged with a faculty member.

Requisites: Consent of instructor

Course Designation: Honors - Honors Only Courses (H)

Repeatable for Credit: No

Last Taught: Fall 2022

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.

Requisites: Consent of instructor

Course Designation: Honors - Honors Only Courses (H)

Repeatable for Credit: No

Last Taught: Spring 2023

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.

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.

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.

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 2022

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/professional standing

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

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2024

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/professional standing

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

Repeatable for Credit: No

Last Taught: Fall 2023

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/professional standing

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

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2024

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.

Requisites: Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2023**LSC/JOURN 825 – LAW AND ETHICS OF COMMUNICATION AND MEDIA**

3 credits.

Explores critical questions of media law and ethics within the United States.

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.

Requisites: Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2023**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.

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.

Requisites: Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**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.

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.

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 2022**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/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2024**LSC 990 – RESEARCH**

1-12 credits.

Independent research in preparation of a graduate thesis under supervision of a faculty member.

Requisites: Consent of instructor**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2024**LSC 999 – INDEPENDENT RESEARCH**

1-3 credits.

Independent research.

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 2023