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. Enroll Info: So st, and consent of supervising instructor and academic advisor.

Requisites: None
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: Students may enroll for only one Communications A course taken in residence
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 2020

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: Sophomore standing
Course Designation: Gen Ed - Communication Part B
Repeatable for Credit: No
Last Taught: Spring 2020

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: Sophomore standing
Course Designation: Gen Ed - Communication Part B
Repeatable for Credit: No
Last Taught: Spring 2020

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: Sophomore standing
Course Designation: Breadth - Social Science
Repeatable for Credit: No
Last Taught: Spring 2020

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. Enroll Info: None
Requisites: Sophomore standing
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: Spring 2020

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. Enroll Info: None
Requisites: LSC 100, 111, or 212; or declared in the Business Management for Agricultural and Life Sciences certificate
Repeatable for Credit: No
Last Taught: Spring 2020

LSC 289 — HONORS INDEPENDENT STUDY
1-2 credits.

Enroll Info: Enrolled in the CALS Honors Program Sophomore or Junior standing. INTER-AG 288
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.

Enroll Info: Open to Freshmen or Sophomore or Junior standing written consent of 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. Enroll Info: None
Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Spring 2020

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: LSC 111 or 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. Enroll Info: None
Requisites: Sophomore standing
Repeatable for Credit: No
Last Taught: Spring 2020

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: Sophomore 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: Summer 2019

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. Enroll Info: None
Requisites: LSC 100, 111, or 212
Course Designation: Gen Ed - Communication Part B
Repeatable for Credit: No
Last Taught: Spring 2020

LSC 375 — SPECIAL TOPICS
1-4 credits.
Enroll Info: None
Requisites: None
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Summer 2015

LSC 399 — COORDINATIVE INTERNSHIP/COOPERATIVE EDUCATION
1-8 credits.
Enroll Info: Cons supvsg inst, advisor, intrshp progm coordinator
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 2019

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: Current enrollment in a UW-Madison study abroad program
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: (LSC 111 or LSC 212) and LSC 251
Course Designation: Gen Ed - Communication Part B
Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2018

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. Enroll Info: None
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. Enroll Info: None  
Requisites: Sophomore standing and LSC 251 or graduate standing  
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement  
Repeatable for Credit: No  
Last Taught: Fall 2019

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. Enroll Info: None  
Requisites: Sophomore standing and LSC 270  
Repeatable for Credit: No  
Last Taught: Spring 2020

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: Sophomore standing and LSC 251  
Repeatable for Credit: No  
Last Taught: Fall 2019

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: Sophomore 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. Enroll Info: LSC 350  
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  
Grad 50% - Counts toward 50% graduate coursework requirement  
Repeatable for Credit: No  
Last Taught: Spring 2020

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 2020

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  
Repeatable for Credit: No  
Last Taught: Spring 2020

LSC 532 — WEB DESIGN FOR THE SCIENCES  
3 credits.
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. Enroll Info: None  
Requisites: Sophomore standing, (LSC 111 or LSC 212) and LSC 251 or graduate standing  
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement  
Repeatable for Credit: No  
Last Taught: Spring 2020
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: Spring 2020

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
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.
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. Enroll Info: JOURN 565 or equivalent
Requisites: None
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 2019

LSC 625 — RISK COMMUNICATION
3 credits.
Examines risk as a central concept in the communication process through case studies from science, technology, environment, and health. Enroll Info: None
Requisites: Junior standing and (LSC 250 or 251); or graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2019

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
Repeatable for Credit: No
Last Taught: Spring 2020

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: Senior 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.
Enroll Info: Honors program candidacy
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.
Continuation of 681. Enroll Info: Honors program candidacy Ag Journ 681
Requisites: Consent of instructor
Course Designation: Honors - Honors Only Courses (H)
Repeatable for Credit: No
Last Taught: Spring 2018

LSC 699 — SPECIAL PROBLEMS
1-4 credits.
Enroll Info: Sr st cons inst
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: Fall 2019
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 2020

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 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. 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/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. 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: Fall 2018

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.

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. 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.

This seminar 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.

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: Spring 2020

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. 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 2019

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: Fall 2019

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 2019

LSC 990 — RESEARCH
1-12 credits.

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: Spring 2020

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: Spring 2020