FOLKLORE, CERTIFICATE

Folklore is the discovery and understanding of everyday human culture – the patterns of ideas, behavior, music, dance, foodways, rituals, crafts, traditions, beliefs, lore, and customs of the everyday people that define our world.

Folklore is a discipline which crosses cultural borders and ethnic boundaries. It seeks to define the place of cultures and ethnicities within the family of humankind as well as examine and document how they intersect and influence each other. It builds bridges of understanding and is critical to our appreciation of how the world works, and how we use traditional knowledge to meet new challenges.

Folklore students will gain fresh perspectives on the ethnic, regional, occupational, gender, and other identities of individuals in specific communities. Students gain knowledge and experience in cultural backgrounds, collection techniques, fieldwork and research, theoretical analysis, and text comprehension and writing.

The Folklore certificate at UW-Madison is designed to pair with almost any major:

- Business
- Anthropology
- English
- Food Science
- Literature
- Sociology
- Religious Studies
- International Studies
- Medicine and Public Health
- Global Health
- Psychology
- Gender and Women's Studies
- Theatre
- History
- World Languages
- Philosophy
- Journalism
- Textiles and Fashion Design
- Life Science Communication
- Health Promotion and Health Equity
- Education Studies
- Human Development
- Political Science
- Social Work

Folklore touches on every aspect of human life: health and illness, cultural diversity, social and political movements, superstition and fears, the movement of information and disinformation, trends and memes, family and home life, educational systems, entertainment and creative arts, politics and government, fashion and design, gender and sexuality, events and festivals, and more.

Training in Folklore and folklorist practices is useful in careers in the arts, public history, preservation, and museum stewardship, but also in health and medicine, social work, education, law, politics and intelligence, psychology, anthropology, marketing, the non-profit sector, journalism, gaming, international business, tourism, and much more.

HOW TO GET IN

Students must meet with the advisor to declare the certificate.

REQUIREMENTS

REQUIREMENTS FOR THE FOLKLORE CERTIFICATE

A total of 12 credits to complete the Certificate, to include: 1

CATEGORY A: BASICS, FIELDWORK, DOCUMENTING, AND PRESERVING

One course and three credits are required, from:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>FOLKLORE 100</td>
<td>Introduction to Folklore</td>
<td>3</td>
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<tr>
<td>FOLKLORE/ AFROAMER/AFERIND/ ASIAN AM/ CHICLAN 102</td>
<td>Introduction to Comparative US Ethnic and American Indian Studies</td>
<td>3</td>
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<tr>
<td>FOLKLORE/GNS 200</td>
<td>Folklore of Central, Eastern and Northern Europe</td>
<td>3</td>
</tr>
<tr>
<td>FOLKLORE 230</td>
<td>Introduction to American Folklore</td>
<td>3</td>
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<tr>
<td>FOLKLORE/L I S 490</td>
<td>Field Methods and the Public Presentation of Folklore</td>
<td>3</td>
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<tr>
<td>FOLKLORE 491</td>
<td>Practicum in Public Folklore</td>
<td>1-3</td>
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<tr>
<td>FOLKLORE 510</td>
<td>Folklore Theory</td>
<td>3</td>
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<tr>
<td>FOLKLORE/ COM ARTS 522</td>
<td>Digitally Documenting Everyday Communication</td>
<td>3</td>
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CATEGORY B: ANALYSIS AND FOCUSED TOPICS

One course and three credits are required, from:

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<tr>
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<tbody>
<tr>
<td>FOLKLORE/ MUSIC 103</td>
<td>Introduction to Music Cultures of the World</td>
<td>3</td>
</tr>
<tr>
<td>FOLKLORE/ AFRICAN 210</td>
<td>The African Storyteller</td>
<td>3</td>
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<tr>
<td>FOLKLORE/ ANTHRO/INTL ST/ LINGUIS 211</td>
<td>Global Language Issues</td>
<td>4</td>
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<tr>
<td>FOLKLORE 220</td>
<td>The Folk Tale</td>
<td>3</td>
</tr>
<tr>
<td>FOLKLORE/ AFRICAN 270</td>
<td>The Hero and Trickster in African Oral Traditions</td>
<td>3</td>
</tr>
<tr>
<td>FOLKLORE 320</td>
<td>Folklore of Wisconsin</td>
<td>3</td>
</tr>
<tr>
<td>FOLKLORE/ MEDIEVAL/ RELIG ST/ SCAND ST 342</td>
<td>Nordic Mythology</td>
<td>3</td>
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**RESIDENCE & QUALITY OF WORK**

- A minimum of 6 certificate credits must be taken in residence
- 2.000 GPA in all courses eligible for the certificate

Courses taken on a Pass/Fail grading basis are not eligible, and do not count, in the Certificate.

**CERTIFICATE COMPLETION REQUIREMENT**

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

**LEARNING OUTCOMES**

1. Demonstrate skill in the methods and productions folklorists employ in their work.
2. Analyze the connections between expressive performances and the wider workings of culture.
3. Apply and engage in ethical considerations in research and collaborative practice, particularly with reference to cultural, economic, religious, ethnic, and gender diversity.

**ADVISING AND CAREERS**

Students interested in the Folklore Certificate should contact Joanna Schuth, Undergraduate Advisor, for more assistance.

Joanna Schuth, Undergraduate Advisor  
262-2090  
jschuth@wisc.edu  
Make an appointment through Starfish ([https://wisc.starfishsolutions.com/starfish-ops/](https://wisc.starfishsolutions.com/starfish-ops/))

**L&S CAREER RESOURCES**

SuccessWorks at the College of Letters & Science helps students leverage the academic skills learned in their major, certificates, and liberal arts degree; explore and try out different career paths; participate in internships; prepare for the job search and/or graduate school applications; and network with professionals in the field (alumni and employers). In short, SuccessWorks helps students in the College of Letters & Science discover themselves, find opportunities, and develop the skills they need for success after graduation.

SuccessWorks can also assist students in career advising, résumé and cover letter writing, networking opportunities, and interview skills, as well as course offerings for undergraduates to begin their career exploration early in their undergraduate career.

Students should set up their profiles in Handshake ([https://careers.ls.wisc.edu/handshake/](https://careers.ls.wisc.edu/handshake/)) to take care of everything they need to explore career events, manage their campus interviews, and apply to jobs and internships from 200,000+ employers around the country.
• SuccessWorks (https://careers.ls.wisc.edu/)
• Set up a career advising appointment (https://careers.ls.wisc.edu/make-an-appointment/)
• INTER-LS 210 L&S Career Development: Taking Initiative (1 credit, targeted to first- and second-year students)—for more information, see Inter-LS 210: Career Development, Taking Initiative (https://careers.ls.wisc.edu/inter-ls-210-career-development-taking-initiative/)
• INTER-LS 215 Communicating About Careers (3 credits, fulfills Com B General Education Requirement)
• Handshake (https://careers.ls.wisc.edu/handshake/)
• Learn how we're transforming career preparation: L&S Career Initiative (http://ls.wisc.edu/lsci/)

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### PEOPLE

**Folklore Program Core Faculty and Instructional Staff**

**Folklore Course Teaching Core:**

B. Marcus Cederström, Assistant Faculty Associate; German, Nordic and Slavic
Thomas DuBois, Professor; German, Nordic and Slavic
Christine Garlough*, Professor; Gender and Women's Studies
Nathan Gibson, Audio-Visual Preservation Archivist, UW-Madison General Library System
Janet Gilmore, Professor; Planning and Landscape Architecture
Jennifer Gipson, Assistant Professor; French and Italian
Scott Mellor, Faculty Associate; German, Nordic and Slavic
Anna Rue, Assistant Faculty Associate; Center for the Study of Upper Midwestern Cultures

**Folklore Cross-listed Course Teaching Core:**

Matthew H. Brown, Assistant Professor; African Cultural Studies
Jerome Camal, Associate Professor, Anthropology
Nadia Chana, Assistant Professor; Music: Ethnomusicology
Peggy Choy, Associate Professor; Dance
Susan Cook, Professor, School of Music
Laurie Beth Clark, Professor, Art and Interdisciplinary Theatre Studies
Mary Hoeffler, Faculty Associate, Art
Rob Howard, Professor, Communication Arts
Evelyn Howell, Professor, Department of Planning and Landscape Architecture
Maria Lepowski, Professor, Anthropology
Chris Livanos, Professor, Comparative Literature
Alfonso Morales, Professor, Urban and Regional Planning
Michael Peterson, Professor, Art and Interdisciplinary Theatre Studies
Ann Smart Martin, Professor, Art History
J. Randolph Valentine, Professor; Language Sciences & American Indian Studies
Rebekah Willett, Associate Professor, iSchool

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