

# Communication

---

(Bachelor of Arts or Bachelor of Science)

The Communication program offers contemporary communication studies emphasizing comprehensive understanding of communication. Students come to understand how communication happens; how messages are put into visual and verbal codes; how messages are filtered through various media; how messages are interpreted and affect different audiences in different ways and in different contexts; and how students construct those contexts.

New information technologies tend to merge media. A major or minor in Communication provides the kind of integrative knowledge that is required for professional careers in the field.

***Before being admitted to the Communication major, a student must earn a minimum grade point average (GPA) of 2.5 based on completion of 30 degree credits and must complete an application form and related items that can be found on the Communication web page. Students not meeting the GPA minimum may contact their faculty adviser for information on appeal procedures. Transfer students need to complete 15 UW-Green Bay credits with a minimum grade point average of 2.5 before they are eligible to apply to the program.***

Internships in Communication provide qualified students with opportunities for faculty-supervised experience in professional settings outside the classroom. In addition, several Communication courses involve students in research projects in the community.

Communication graduates have entered a wide variety of academic and professional areas: news reporting, photojournalism, broadcast journalism, television production, printing and publications, advertising, sales and marketing, management consulting, technical writing and editing, public relations, and government service, as well as graduate study in information science, library science, journalism, media studies, and telecommunications.

Communication offers seven areas of emphasis.

- Students in **health communication** study internal and external communications in the healthcare environment. Students will learn how to (1) improve provider/patient interactions, (2) enhance communication within healthcare organizations, and (3) how to inform the public about healthcare issues, threats, and crises.
- Students in **journalism** will develop writing and editing skills, including video reporting/editing skills; the ability to do in-depth research and reporting, a concern for people, a strong sense of autonomy, and a well-rounded understanding of important issues in their field through this program and through a liberal arts education. Students will also gain hands-on experience in journalism through participation in on-campus publications and/or through outside internships.
- Students in **mass media** need more than just knowledge of production techniques. Professional advancement requires skills in writing, editing, advertising and sales, market and audience research, as well as knowledge of new media and their impact on society and culture.
- Students in **organizational communication** develop basic communication skills needed in organizations, such as speaking, interviewing, meeting management, and problem solving using different communication technologies for different purposes. They also learn about sources of communication problems in organizations, strategies for discovering and solving these problems, and current theories of organizational communication.
- Students in **public relations** complete requirements that reflect the demand for graduates who can write well, are fully acquainted with the wide range of available modes of communication (graphics, print, broadcast, oral discourse, digital/internet, and their many combinations), and are particularly skillful in at least one of them. Students also learn how to respond to common PR challenges such as announcing changes, promoting events, and responding to crises.
- Students in **social media strategy** focus on the strategies and tactics needed to advance organizational goals. Students will be prepared for long-term careers working as social media managers, specialists, curators, and content providers.
- Students in **sports communication** focus on the unique dynamics associated with sports media, organizations, teams, and players. Students will be prepared for long-term careers working as sport reporters, broadcasters, media specialists, or public relations professionals.

## Area of Emphasis

Students must complete requirements in one of the following areas of emphasis:

- Health Communication (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/major/health-emphasis>)
- Journalism (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/major/journalism-emphasis>)
- Mass Media (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/major/massmedia-emphasis>)
- Organizational Communication (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/major/orgcomm-emphasis>)
- Public Relations (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/major/public-emphasis>)
- Social Media Communication (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/major/social-media>)
- Sports Communication (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/major/sport>)

- Communication Minor (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/minor>)

The following is only an example of a four-year Communication degree program and is subject to change without notice. Students should consult a Communication program advisor to ensure that they have the most accurate and up-to-date information available about a particular four-year degree option.

Communication Curriculum Guide (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/communication/cg>)

**Phillip G Clampitt**; Professor; Ph.D., University of Kansas, chair

**Bryan James Carr**; Associate Professor; Ph.D., University of Oklahoma

**Katie Turkiewicz**; Associate Professor; Ph.D., University of Wisconsin - Milwaukee

**Mary D Bina**; Senior Lecturer; B.F.A., University of Wisconsin - Milwaukee

**Shauna M Froelich**; Lecturer; JD, Marquette University

## Courses

### **COMM 102. Introduction to Communication. 3 Credits.**

Communication is the means by which individuals learn about themselves and the world around them. This course is an introduction to Communication, which emphasizes the understanding of messages in various settings, including interpersonal, small group, organizational, and mass communication. Such topics as the interplay between American society and mass media are discussed.

Fall and Spring.

### **COMM 133. Fundamentals of Public Address. 3 Credits.**

Examination of the principles of oral message preparation and presentation. Students will prepare and present actual public communications.

Fall and Spring.

### **COMM 166. Fundamentals of Interpersonal Communication. 3 Credits.**

Principles of personal interaction as a basis of communication: role of communication in interpersonal relationships; role of identity and self-concept in communication behavior; significance of information reception and evaluation in the effectiveness of communication.

Fall and Spring.

### **COMM 185. Business and Media Writing. 3 Credits.**

Business and Media Writing teaches students basic business and media writing skills; resumes, business proposals, memos, reports, press releases, fact sheets, and electronic communications.

Fall and Spring.

### **COMM 198. First Year Seminar. 3 Credits.**

Reserved for New Incoming Freshman.

### **COMM 205. Elements of Media. 3 Credits.**

Exploring contemporary commercial media; analyzing the business and creative forces behind motion pictures, television, radio and new media; examining regulatory and ethical issues; identifying visual components of persuasive media and the communication strategies involved.

Fall and Spring.

### **COMM 237. Small Group Communication. 3 Credits.**

The role communication plays in small group processes; focuses on development of the special communication skills needed in the small group setting.

Fall and Spring.

### **COMM 290. Communication Problems and Research Methods. 3 Credits.**

This course provides students with the necessary critical thinking and research skills to excel in the upper level communication curriculum. The course focuses on creating an understanding of the scientific method and learning how to properly investigate communication problems. Issues covered include how to conduct background research, interview sources, create surveys, conduct focus groups and interpret research results.

P: none; REC: one prior comm cse.

Fall and Spring.

### **COMM 299. Travel Course. 1-4 Credits.**

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.

### **COMM 302. News Reporting and Writing. 3 Credits.**

Researching, interviewing and writing various news stories for print and electronic media, with an emphasis on accuracy, fairness, objectivity, and ethics.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 304. Sports, Media, and Society. 3 Credits.**

Sports are a massive part of our personal, social, and professional lives. This course navigates the often complex web of connections, issues, and relationships that characterize our relationship with sports, with a particular focus on communication and media-based issues. We will discuss the nature of fandom, the mythology of sports and how media professionals cover these issues. The course will also take a deeper look at special topics in sports, including the performance of race and gender in sports, the connection between sports and nationalism, and how we use sports as communication shorthand. This course is intended to develop your media literacy and critical thinking skills, as well as a keen appreciation of the aspects of sports that, while not often discussed in the mainstream, are vital to any professional involvement in sports education.

P: At least 18 credits in COMP SCI, INFO SCI or COMM

Fall Only.

**COMM 306. Radio Broadcasting. 3 Credits.**

Commercial and non-commercial radio as a communications medium and as a business enterprise: radio audiences, audience ratings, programming and program formats, news, advertising, promotion and sales.

P: at least 15 credits of core supporting courses in Communication

Spring.

**COMM 307. Television Production Techniques. 3 Credits.**

Exploration of various uses of television as an informative, persuasive, and entertainment medium. Combines analysis of current uses of the medium in a professional context with practical experience in planning and producing a finished product for television.

P: at least 15 credits of supporting core courses in Communication

Fall and Spring.

**COMM 308. Information Technologies. 3 Credits.**

A survey of information technologies, their operations and limitations, and how the major electronic technologies are changing and affecting both the workplace and the household.

P: 15 credits of Comp Sci, Info Sci or Comm

Fall and Spring.

**COMM 309. Mass Media Advertising. 3 Credits.**

TV/media/Internet advertising as a unique form of communication. Through the use of both individual and team/group projects, the demands and rigors of the strategic creative process are revealed. Legal, ethical and Internet considerations are also discussed.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 333. Persuasion and Argumentation. 3 Credits.**

Awareness, appreciation, understanding, and skill in contemporary forms and methods of oral persuasion and argumentation.

P: at least 15 credits of supporting core courses in Communication

Spring.

**COMM 335. Organizational Communication. 3 Credits.**

Communication in the modern organization: communication variables in the context of organizational theory; development of a systems perspective regarding functions, structures and levels of communication in the organization; use of evaluation tools and training strategies.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 336. Theories of the Interview. 3 Credits.**

Basic theory behind conducting effective interviews. Specific types of interviews are discussed, such as selection, counseling, exit, discipline, appraisal, mass media and research interviews, from both the interviewer's and the interviewee's perspective.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 340. Mediation and Conflict Resolution. 3 Credits.**

The student and practice of alternative dispute resolution strategies. Mediation is emphasized as the primary third-party conflict intervention strategy. Students are certified as basic mediators.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 366. Media Planning and Selling. 3 Credits.**

This course examines the processes used in connecting advertisers' messages with their target audiences. Through lecture, readings, and two case studies, students prepare and present a comprehensive media plan and a media sales package. Traditional media channels (e.g., newspapers, TV) and new media (e.g. the Internet) are included.

P: at least 15 credits of core supporting courses in Communication

Spring.

**COMM 370. Health Communication Campaigns and Strategies. 3 Credits.**

We will focus on communication research and theory as it relates to health communication campaigns. This is a useful class for students who are interested in understanding how communication campaigns are planned, implemented, and evaluated. This course is targeted at students that want to study a growing area in applied communication studies, or who are considering a career in the health care field. This course focuses on the important role communication plays in the delivery of effective health campaign messages.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 375. Communication Skills: Language of Metaphor. 3 Credits.**

Examines metaphors and the metaphoric process and seeks to develop skills in creating and understanding metaphors, especially those that have become an unconscious part of our language and culture.

P: none; REC: Gen Ed req in Arts & Humanities.

Spring.

**COMM 380. Communication Law. 3 Credits.**

Freedom of the press and broadcast media, problems of gag orders, contempt, privacy, censorship, libel and slander. Overview of copyright law, the Federal Communications Act and other laws affecting communication.

P: at least 15 credits of core supporting courses in Communication

Fall and Spring.

**COMM 381. Principles of Public Relations/Corporate Communications. 3 Credits.**

An overview of topics, issues, concepts, and practices of public relations/corporate communications; individual and group case work.

P: at least 15 credits of core supporting courses in Communication

Fall and Spring.

**COMM 382. Public Relations Writing. 3 Credits.**

This course provides students with professional preparation for the writing required for a public relations career. Students will learn strategies for creating, delivering, and evaluating the many different types of P.R. writing, including social media, news releases, media kits, PSAs, magazine queries, newsletters, pitches and backgrounders.

P: at least 15 credits of core supporting courses in Communication

Spring.

**COMM 390. Sports Writing, Promotion, and Public Relations. 3 Credits.**

This course is one of the practical components of the Sports Communication emphasis in the UWGB Communication department and is aimed at helping you develop hands-on skills in the promotion, media, and public relations branches of sports communication. In this class you will learn about the unique challenges of strategic communication in sport, from the organizational requirements of different sports communication outlets to the demands of marketing and public relations in the field as well as how to write interviews and other stories for sports media. You will also develop examples of different forms of strategic sports communication to add to your portfolio or demo reel.

P: 18 credits of Comp Sci, Info Sci or Comm

Spring.

**COMM 396. Advanced Reporting. 3 Credits.**

Development of advanced-level reporting, interviewing, writing, and editing of investigative stories, in-depth articles, and copy for the new world of online journalism.

P: at least 15 credits of core supporting courses in Communication

Spring.

**COMM 425. Digital Journalism. 3 Credits.**

Development of advanced-level reporting, conceptualizing, writing and editing news stories suited for the digital journalism world.

P: at least 15 credits of core supporting courses in Communication

Spring.

**COMM 430. Information, Media and Society. 3 Credits.**

The role of information in society, including interpersonal, mass, and institutional sources, in producing a range of effects on individuals, groups, and society as a whole; critical examination of the changing information environment in legal, economic, political, and social contexts.

P: at least 15 credits of core supporting courses in Communication or declared student in Information Sciences.

Fall and Spring.

**COMM 440. Service Learning in Conflict Resolution. 3 Credits.**

This course is designed to meet the upper-level requirement of the Communication emphasis in Conflict Resolution or the Culminating Application Experience requirement of the Peacebuilding and Conflict Resolution Certificate Program. The course integrates the students' prior learning in alternative dispute resolution to applied settings. Students will participate in applied experiences in selected public or private organizations in the community or in campus-related programs to make use of their conflict resolution training.

P: Comm 340

Spring.

**COMM 445. Human Communication Theory. 3 Credits.**

Integration of a variety of theories to promote sensitivity to and understanding of the complexity of human communications; examines the construction of various communication theories, contexts and processes in communication.

P: at least 15 credits of core supporting courses in Communication  
Spring.

**COMM 470. Health Communication and the Internet. 3 Credits.**

This course examines how Internet technology has impacted the healthcare system and personal health management. We will focus on how people are using (and misusing) the Internet for their health needs and the resulting impact this is having on communication. More specifically, we will examine online health information sources, online health information-seeking practices, provider-patient communication, personal health management, health care consumerism, computer-mediated social support, telemedicine, privacy management, online personal health records, and the impact of social media on health information and communication.

P: at least 15 credits of core supporting courses in Communication  
Spring.

**COMM 474. Media Workshop I. 3 Credits.**

Supervised hands-on experience as a staff member of the Fourth Estate, the campus newspaper. Students become part of a hybrid newsroom in order to experience the worlds of online, social media and print journalism and PR. Students will apply the skills learned in previous Journalism and PR courses: newswriting, feature writing, photojournalism, videojournalism, layout, management, editing, designing and implementing PR campaigns. Involves one-on-one work with professor and editors.

P: at least 15 credits of core supporting courses in Communication  
Fall and Spring.

**COMM 475. Media Workshop II. 3 Credits.**

Supervised hands-on experience as a staff member of the Fourth Estate, the campus newspaper. Students become part of a hybrid newsroom in order to experience the worlds of online, social media and print journalism and PR. Students will apply the skills learned in previous Journalism and PR courses: newswriting, feature writing, photojournalism, videojournalism, layout, management, editing, designing and implementing PR campaigns. Involves one-on-one work with professor and editors.

P: at least 15 credits of core supporting courses in Communication  
Fall and Spring.

**COMM 477. Social Media Strategies. 3 Credits.**

This course provides an overview of social media strategies. It will focus on the interconnections between a) historical ideas about strategy, b) networking principles, and c) contemporary research on social media. Particular emphasis is placed on evaluating and creating social strategies for various objectives.

P: at least 15 credits of core supporting courses in Communication  
Fall and Spring.

**COMM 478. Honors in the Major. 3 Credits.**

Honors in the Major is designed to recognize student excellence within interdisciplinary and disciplinary academic programs.

P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major.  
Fall and Spring.

**COMM 480. Cases in Communications and Media Management. 3 Credits.**

This course examines the strategies and practices of communications and media management in organizations. Students integrate their knowledge of oral, written, and visual communication to solve real-world cases.

P: at least 15 credits of core supporting courses in Communication  
Fall and Spring.

**COMM 495. Teaching Assistantship. 3 Credits.**

Students will learn the successful components related to successful instruction, including theoretical perspectives, empirical research, and pedagogical techniques relating to teaching that they can apply to a broad array of future teaching and learning experiences. Course is repeatable for credit; may be take 2 times for a total of 6 credits.

P: Jr. st.  
Fall and Spring.

**COMM 496. Research Assistantship. 1-6 Credits.**

Students will assist faculty in conducting research. Responsibilities may include literature reviews, library/Internet investigations, questionnaire development, recruitment and interview of research participants, data collection, management of research studies, data entry and analysis. Course is repeatable for credit; may be take 12 times for a total of 12 credits.

P: Jr. st. REC: Comm 200.  
Fall and Spring.

**COMM 497. Internship. 1-12 Credits.**

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings. Course is repeatable for credit.

P: jr st.

Fall and Spring.

**COMM 498. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript. Course is repeatable for credit.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.

**COMM 499. Travel Course. 1-6 Credits.**

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.