

COMMUNICATION AND JOURNALISM

Hibbard Humanities Hall 152

715-836-2528

Department Website (<https://www.uwec.edu/academics/college-arts-sciences/departments-programs/communication-journalism/>)

The Department of Communication and Journalism faculty are committed to the development, integration, and practical application of theories, knowledge, and skills related to communication and journalism. Communication and journalism are crucial to a democratic society. Both require citizens to share and challenge information.

Departmental Goals

To prepare students for responsible roles in communication and journalism, the department offers diversified curricula, in which all students can expect to develop in these areas:

- awareness and knowledge of communication processes in diverse cultural, social, legal, and ethical contexts;
- critical and analytical thinking;
- research and information-gathering skills; and
- oral, written, and visual communication skills.

Areas of Emphasis

The department offers majors and minors in Communication, Journalism, and Integrated Strategic Communication with the following options for areas of emphasis:

- **Communication majors/minors:**
Communication Studies
Organizational Communication
- **Integrated Strategic Communication majors:**
Advertising
Public Relations
- **Integrated Strategic Communication minor**
- **Journalism major/minor**

Information for Majors

No student may have both a major and a minor or a major and a certificate from the Department of Communication and Journalism. No major or minor credit may be earned under the Satisfactory/Unsatisfactory option. Students majoring in Communication, Journalism, and Integrated Strategic Communication may not include CJ courses in a topical minor without prior, written approval of the department chair.

Many upper division courses (numbered 300 and above) required in major and minor programs are available only to students who have completed prerequisite courses with grades of C or above.

Students who choose a major in Integrated Strategic Communication or Journalism must meet curriculum accreditation standards set by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Advising Information

Students who declare a major in the Department of Communication and Journalism as juniors or seniors may not be able to complete the courses

required for that major in fewer than four semesters. When completing the paperwork to declare this major, especially Integrated Strategic Communication and Journalism majors, it is important for students to work out the course sequencing necessary to finish in a timely manner.

Communication and Journalism departmental policy specifies that any student who is absent from the first day of class without prior approval of the course instructor may be dropped from the class in order to make room for other students.

Extra-Curricular Opportunities

Communication, Journalism, and Integrated Strategic Communication majors and minors are urged to obtain practical experience from work with campus media and/or professional organizations.

Students may apply for opportunities to work for the award-winning student newspaper, *The Spectator*, or become a member of the nationally-ranked forensics squad. The Communication and Journalism Organization, Public Relations Student Society of America, Society of Professional Journalists and Blugold Radio Sunday/WUEC-FM student organizations also offer professional development, experience, and leadership opportunities for students.

Faculty

Kristine Knutson, Chair

Peter Hart-Brinson

Mary Hoffman

Won Yong Jang

Peter Knutson

Mengyan Ma

Ellen Mahaffy

Karen Morris

Pechulano Ngwe Ali

Christopher Outzen

Nicole Schultz

David Tschida

Ganga Vadhavkar

Mary Worley

Kelly Jo Wright

Majors

- Major: Communication, Communications Studies Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-major-communications-studies-ba-bs/>)
- Major: Communication, Organizational Communication Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-major-organizational-communications-ba-bs/>)
- Major: Journalism, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/journalism-major-ba-bs/>)
- Major: Integrated Strategic Communication, Advertising Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-major-advertising-ba-bs/>)
- Major: Integrated Strategic Communication, Public Relations Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-major-public-relations-ba-bs/>)

Minors

- Minor: Communication, Communication Studies, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-minor-communications-studies/>)
- Minor: Communication, Organizational Communication, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-minor-organizational-communication/>)
- Minor: Journalism, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/journalism-minor/>)
- Minor: Integrated Strategic Communication, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-minor/>)
- Minor: Family Studies, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/interdisciplinary/family-studies-minor/>)

Certificates

- Certificate: Organizational Communication (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/organizational-communication-certificate/>)
- Certificate: Journalism (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/journalism-certificate/>)
- Certificate: Integrated Strategic Communication (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-certificate/>)
- Certificate: Social Advocacy and Change (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/social-advocacy-change-certificate/>)