



**COMMUNICATION
DEGREE PROGRAM (M.S.)**

The Master of Science (M.S.) Degree in Communication offers advanced-level practitioner-oriented study in two emphases areas: Corporate/Public Communication and Mass Communication. Both emphases areas provide an advanced understanding of how communication effectiveness may be enhanced in a wide variety of contexts.

Students who choose the Corporate/Public emphasis typically have professional goals in business and industry, in corporate training and development or in communicating with various publics. Students who choose the Mass Communication emphasis typically have professional goals in broadcasting and electronic media, journalism, advertising, or mediated persuasion.

The curriculum provides a broad overview of communication as a field of academic endeavor. It also incorporates an advanced understanding of communication theory as it relates to message dissemination at the interpersonal, group, organizational, public or mass societal levels. The curriculum also incorporates course work in which students learn to collect, analyze and interpret data pertinent to a wide variety of communication-oriented applications. Specific topic seminars are offered for each emphasis.

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Additional Admission Requirements:

In addition to the application form, candidates must include a written statement of goals outlining their reasons for selecting a program of study in Communication. Two letters of recommendation also must accompany the application.

Students are admitted only on a "good standing" academic basis. Students whose undergraduate academic performance would place them in a probationary entry status are encouraged to enroll as Noncandidates for Degree (NCFD) and to register for at most nine credits of graduate course work in Communication (not to include 700 level courses). Entry into the Communication Degree program in good standing then may be possible with an NCFD grade point average of 3.00 (B) or higher.

Students admitted to the degree program must demonstrate an appropriate background through undergraduate course work or professional experience. Students found to lack preparation for advanced level course work will be required to complete undergraduate course work as follows:

- A. For both emphases, undergraduate course work in communication theory and in communication research methods, or their equivalents, is required
- B. For students in the Corporate/Public Communication emphasis who wish to concentrate on Public communication, course work equivalent to Communication 359, *Rhetoric of the Western World*, is required.

- C. For students in the Corporate/Public Communication emphasis who wish to concentrate on Corporate Communication, course work equivalent to Communication 327, *Introduction to Organizational Communication*, is required.
- D. For students in the Mass Communication emphasis, course work equivalent to either Communication 131, *Introduction to Mass Communication*, or to Communication 232, *Foundations of Broadcasting and Electronic Media*, is required.

Degree Requirements:

Thirty credits of course work plus one of the following:

- 1. an approved thesis and an oral defense, or
- 2. a written comprehensive examination and an oral defense.

For students choosing the thesis option, 1-3 credits of *Thesis Research 799* may count toward the 30 required credits.

At least half of the degree course work in the degree program, and at least half the course work in the emphasis chosen, must be completed in courses numbered 700 or higher.

Due to the current rotation of course offerings, at least four academic-year semesters (not including summer terms) are needed for degree completion.

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PROFESSIONAL CORE - 18 CREDITS

1. 166-701 READINGS IN COMMUNICATION RESEARCH
2. 166-722 ISSUES IN HUMAN COMMUNICATION THEORY
3. 166-785 METHODS OF COMMUNICATION RESEARCH
4. ELECTIVES-9 CREDITS OF COMMUNICATION COURSES SELECTED IN CONSULTATION WITH AN ADVISER

EMPHASIS - 12 CREDITS

CHOOSE ONE OF THE FOLLOWING EMPHASES:

A. CORPORATE/PUBLIC COMMUNICATION EMPHASIS

1. 166-702 SEMINAR IN RHETORIC AND PUBLIC ADDRESS
(TOPICS VARY; MAY BE REPEATED)
2. 166-703 SEMINAR IN CORPORATE/PUBLIC COMMUNICATION
(TOPICS VARY; MAY BE REPEATED)
3. ONE OF:
166-559 RHETORIC OF THE WESTERN WORLD
166-645 RHETORIC OF CAMPAIGNS AND SOCIAL MOVEMENTS
166-659 COMMUNICATION CRITICISM

4. ONE OF:

166-527 INTRODUCTION TO ORGANIZATIONAL
COMMUNICATION

166-627 COMMUNICATION TRAINING IN ORGANIZATIONS

166-628 ORGANIZATIONAL COMMUNICATION NEEDS ANALYSIS

B. MASS COMMUNICATION EMPHASIS:

1. 164-794 SEMINAR (TOPICS VARY; MAY BE REPEATED)
2. 166-731 EFFECTS OF MASS COMMUNICATION
3. TWO OF:

166-694 SEMINAR

164-620 LAW OF MASS COMMUNICATION

164-630 COMMUNICATION AND PUBLIC OPINION

164-505 HISTORY OF MASS COMMUNICATION