

Communication Degree Program

(Master of Science)

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

Students who choose the Corporate Communication emphasis typically have professional goals in business and industry, corporate training and development or 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. An M.S. degree in Communication also allows students to teach communication courses at the technical/junior college level.

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.

Program Coordinator:

SA Welch

HE 459

Phone: (262) 472-5722

Email: welchs@uww.edu

Department Secretary:

Heide 465

Phone (262) 472-1034

Email: communication@uww.edu

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. These letters should come from individuals in a position to judge the applicant's potential for graduate learning; letters from former instructors are highly recommended.

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 units 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 foundation course work as follows:

A. For both emphases, undergraduate course work in communication theory and communication research methods, or their equivalents, is required.

B. For students in the Corporate Communication emphasis who wish to concentrate on Corporate Communication, course work equivalent to SPEECH 327, Introduction to Organizational Communication, is required.

C. For students in the Mass Communication emphasis, course work equivalent to either SPEECH 131, Introduction to Mass Communication, SPEECH 232, Foundations of Electronic Media, or SPEECH 431, Mass Communication in Society is required.

Foundation course work may not be taken for graduate credit.

Degree Requirements:

Thirty credits of course work including one of the following:

1. an approved thesis and an oral defense.
2. an approved Applied Communication Project (ACP) and an oral defense.
3. a written comprehensive examination and an oral defense (Note: This option is unavailable during Summer and Winterim terms.)

For students choosing the thesis option, 3-6 units of Thesis Research (799) may count toward the 30 required units. The 3 unit course may be repeated once for a total of 6 units. For students choosing the Applied Communication Project option, 3 ACP units (789) may count toward the 30 required units.

Students pursuing the thesis option are encouraged to complete a thesis proposal by enrolling in Individual Study (798), prior to enrolling in Thesis Research (799), for 3 units.

Students pursuing the ACP option are required to complete an ACP proposal prior to enrolling in ACP (789) for 3 units. Students are encouraged to enroll in Individual Study (798) to facilitate their development of the proposal. Proposal forms are available from the Communication Program Graduate Coordinator.

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.

The program is designed to take four academic-year semesters (not including summer terms) if you are participating in the program on a full-time basis.

COMMUNICATION (M.S.)

PROFESSIONAL CORE 18-21 UNITS

1. SPEECH 701 INTRODUCTION TO COMMUNICATION STUDIES
2. SPEECH 722 ISSUES IN HUMAN COMMUNICATION THEORY
3. SPEECH 785 METHODS OF COMMUNICATION RESEARCH
4. ELECTIVES 9-12 UNITS OF COMMUNICATION COURSES SELECTED IN CONSULTATION WITH AN ADVISER

EMPHASIS 9-12 UNITS CHOOSE ONE OF THE FOLLOWING EMPHASES:

- A. CORPORATE COMMUNICATION EMPHASIS (9 UNITS)
 1. SPEECH 702 SEMINAR IN APPLIED PUBLIC COMMUNICATION (TOPICS VARY; MAY BE REPEATED)
 2. SPEECH 703 SEMINAR IN CORPORATE COMMUNICATION (TOPICS VARY; MAY BE REPEATED)
 3. ONE OF:
SPEECH 627 COMMUNICATION TRAINING IN ORGANIZATIONS
SPEECH 629 ORGANIZATIONAL COMMUNICATION NEEDS ANALYSIS
- B. MASS COMMUNICATION EMPHASIS
 1. JOURNLSM 794 SEMINAR (TOPICS VARY; MAY BE REPEATED)
 2. SPEECH 731 EFFECTS OF MASS COMMUNICATION
 3. TWO OF:
JOURNLSM 505 HISTORY OF MASS COMMUNICATION
JOURNLSM 620 LAW OF MASS COMMUNICATION
JOURNLSM 630 COMMUNICATION AND PUBLIC OPINION
SPEECH 640 NEW COMMUNICATION TECHNOLOGIES