



**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 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 Communication 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.

**Program Coordinator:**

Barbara A. Penington  
Heide 460  
Phone: (262) 472-1983  
Email: [peningt@uww.edu](mailto:peningt@uww.edu)

**Department Secretary:**

Julie Ridgeman  
Heide 465  
Phone (262) 472-1034  
Email: [ridgemaj@uww.edu](mailto:ridgemaj@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.

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 foundation 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 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 Communication 131, Introduction to Mass Communication, or to Communication 232, Foundations of Broadcasting and Electronic Media, is required.

Foundation coursework may not be taken for graduate credit.

## **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 (Note: This option is unavailable during Summer and Winterim terms.)

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

Students pursuing the thesis option are encouraged to create and complete a research prospectus by enrolling in Individual Study 798, prior to enrolling in Thesis Research 799, for 1-3 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.

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

## **COMMUNICATION (M.S.)**

### PROFESSIONAL CORE - 18-21 CREDITS

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 CREDITS OF COMMUNICATION COURSES SELECTED  
IN CONSULTATION WITH  
AN ADVISER

### EMPHASIS - 9-12 CREDITS

CHOOSE ONE OF THE FOLLOWING EMPHASES:

#### A. CORPORATE COMMUNICATION EMPHASIS (9 CREDITS)

1. SPEECH-702  
SEMINAR IN A 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. JOURNLISM-794  
SEMINAR (TOPICS VARY; MAY BE REPEATED)
2. SPEECH-731  
EFFECTS OF MASS COMMUNICATION
3. TWO OF:  
SPEECH-694  
SEMINAR  
JOURNLISM-620  
LAW OF MASS COMMUNICATION

JOURNLSM-630  
COMMUNICATION AND PUBLIC  
OPINION  
JOURNLSM-505  
HISTORY OF MASS COMMUNICATION  
JOURNLSM - 640  
NEW COMMUNICATION TECHNOLOG