JOURNALISM, ADVERTISING, AND MEDIA STUDIES (JAMS)

JAMS 101 Introduction to Mass Media
3 cr. Undergraduate.
Overview of mass media from the printing press to the internet. Focus on media technologies, industries, content, and critical approaches.
Prerequisites: none.
General Education Requirements: SS
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 111 Gender and the Media
3 cr. Undergraduate.
How gender representations in popular media inform and construct our understandings of the world; gender in popular culture, including new media; critical analysis of representations.
Prerequisites: none.
Course Rules: No cr for students w/cr in JAMS 460.
General Education Requirements: HU
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 113 Internet Culture
3 cr. Undergraduate.
Social, cultural, and historical dimensions of the Internet.
Prerequisites: none.
Course Rules: DAC 113 and JAMS 113 are jointly offered and count as repeats of one another.
General Education Requirements: OWCB
Last Taught: Summer 2021, Spring 2021, Fall 2020, Summer 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 116 Journalism, Documentary, and Democracy
3 cr. Undergraduate.
The role of journalism and documentary in democracy examined through a variety of media products.
Prerequisites: none.
Last Taught: Fall 2016, Summer 2015, Summer 2014, Fall 2012.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 192 First-Year Seminar:
3 cr. Undergraduate.
The specific topics are announced in the Schedule of Classes each time the class is offered.
Prerequisites: none.
Course Rules: Open only to freshmen. Students may earn cr in just one L&S First-Year Sem (course numbers 192, 193, 194).
General Education Requirements: HU
Last Taught: Fall 2015, Fall 2014, Fall 2013, Fall 2007.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 193 First-Year Seminar:
3 cr. Undergraduate.
Specific topics announced in Schedule of Classes each time course is offered.
Prerequisites: none.
Course Rules: Open only to freshmen. Students may earn cr in just one L&S First-Year Sem (course numbers 192, 193, 194).
General Education Requirements: SS
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 199 Independent Study
1-3 cr. Undergraduate.
For further information, consult dept chair.
Prerequisites: 2.5 GPA; consent of instructor, department chair, and Assistant Dean for Student Academic Services.
Course Rules: May be retaken to 6 cr max.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 201 Media Writing
3 cr. Undergraduate.
Techniques and strategies for writing that can communicate effectively with media audiences; emphasizes innovation and creativity within the constraints of good grammar and style.
Prerequisites: satisfaction of OWC-A GER
General Education Requirements: OWCB
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 204 News Writing
3 cr. Undergraduate.
Writing for print/online, audio, and video journalism.
Prerequisites: a grade of C or better in JAMS 101(P) and JAMS 201(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 207 Introduction to Advertising and Public Relations
3 cr. Undergraduate.
A practical approach to developing, implementing, and evaluating advertising and public relations strategies.
Prerequisites: C or better in JAMS 101(P) and JAMS 201(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 212 Introduction to Corporate Communication
3 cr. Undergraduate.
The profession of corporate communication; focus on the variety of mass communication strategies in the field.
Prerequisites: none.
Last Taught: Fall 2017, Fall 2016, Fall 2015, Fall 2014.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 214 Advertising in American Society
3 cr. Undergraduate.
a critical survey of advertising's development and current practices as well as its impact on knowledge, attitudes, and behaviors.
Prerequisites: none.
General Education Requirements: HU
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 231 Publication Design
3 cr. Undergraduate.
Principles of print layout and design.
Prerequisites: none.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 232 Photojournalism
3 cr. Undergraduate.
The history of photography and the practice of photojournalism, including aesthetic, conceptual, and technical developments. Digital production and distribution.
Prerequisites: soph st.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 262 Principles of Media Studies
3 cr. Undergraduate.
Central issues and concerns in the field of media studies. Cultural study of media industries and production practices. Analysis of media texts and audiences.
Prerequisites: C or better in JAMS 101(P) and JAMS 201(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 280 Selected Topics in Mass Communication:
3 cr. Undergraduate.
Selected topics not addressed in regularly-approved courses.
Prerequisites: soph st; add'l prereqs, if any, announced in the Schedule of Classes.
Course Rules: May be retaken w/chg in topic to 6 cr max.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 289 Internship in Journalism and Media Communication, Lower Division
1-6 cr. Undergraduate.
Application of basic principles of journalism and media communication in a business, organizational, educational, political, or other appropriate setting.
Prerequisites: GPA of at least 2.5; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of the department internship committee.
Course Rules: Students earn one academic credit per 40 hours of internship placement. Does not count toward JAMS major or minor. Cr/no cr only. May be retaken to 6 cr max.
Last Taught: Summer 2018, Fall 2017, Fall 2016, Spring 2016.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 296 UROP Apprenticeship
1-3 cr. Undergraduate.
Undergraduate research participation in a project developed with a supervising member of the faculty or staff.
Prerequisites: acceptance into UROP; prior or conc reg in UROP seminar.
Last Taught: Spring 2011, Fall 2010, Fall 2009, Spring 2009.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 299 Ad Hoc:
1-6 cr. Undergraduate.
Course created expressly for offering in a specified enrollment period. Requires only dept & assoc dean approval. In exceptional circumstances, can be offered in one add'l sem.
Prerequisites: none; add'l prereqs may be assigned to specific topic.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 302 Video Storytelling
3 cr. Undergraduate.
Introduction to video producing, recording, editing and writing for journalism, advertising, public relations and social media.
Prerequisites: grade of C or better in JAMS 201(P).
Course Rules: Counts as a repeat of JAMS 380 with the same topic.
Last Taught: Spring 2021, Fall 2020, Spring 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 304 News Literacy
3 cr. Undergraduate.
Assessing the quality and trustworthiness of news sources and analyzing coverage of current events using investigative tools, fact checking and critical thinking skills.
Prerequisites: none.
Course Rules: Not open for credit to students with credit in JAMS 356.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 306 Feature and Magazine Article Writing:
3 cr. Undergraduate.
Using interviews, analysis and/or observation to produce feature and profile stories.
Prerequisites: jr st; declared JAMS major/minor or English major.
Course Rules: May not be retaken for cr.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 307 Persuasive Media Writing and Production:
3 cr. Undergraduate.
Writing, design, and production of persuasive media elements through individual and group work and skills-based activities.
Prerequisites: declared JAMS major/minor; grade of C or better in JAMS 207(P).
Course Rules: May not be retaken for cr.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 380 Selected Topics in Mass Communication:
3 cr. Undergraduate.
Selected topics not addressed in regularly-approved courses. May not be retaken for cr.
Prerequisites: none; add'l prereqs may be assigned to specific topic.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 320 News Reporting  
3 cr. Undergraduate.  
Reporting in a newsroom setting using digital distribution tools to reach audiences.  
Prerequisites: JAMS major or minor and a grade of C or better in JAMS 204(P).  
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 325 Audio Storytelling  
3 cr. Undergraduate.  
Analysis of audio storytelling techniques and impact; audio storytelling production.  
Prerequisites: jr st.  
Course Rules: Counts as repeat of JAMS 380 w/similar topic.  
Last Taught: Spring 2020, Fall 2019, Spring 2019.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 332 Introduction to Digital Documentary  
3 cr. Undergraduate.  
Analyzing, filming and editing a quality documentary for client use, broadcast television, or film festival entry.  
Prerequisites: junior standing and a grade of C or better in JAMS 302(P).  
Last Taught: Spring 2021, Spring 2020, Fall 2011, Spring 2011.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 336 Media Graphics  
3 cr. Undergraduate.  
Production and analysis of mass media graphics, photographs, and illustrations.  
Prerequisites: junior standing; JAMS major/minor or Digital Arts and Culture (DAC) status; grade of C or better in ART 118(P) or JAMS 113(P).  
Course Rules: DAC 336 and JAMS 336 are jointly offered and count as repeats of one another.  
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 342 Television News Reporting  
3 cr. Undergraduate.  
Reporting, writing, and editing television news, including field camera operation and video editing.  
Prerequisites: declared JAMS major or minor; grade of C or better in JAMS 302(P).  
Last Taught: Fall 2020, Fall 2019, Spring 2019, Fall 2018.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 370 Introduction to Social Media and Search Engine Optimization  
3 cr. Undergraduate.  
Principles of professional social media management and content creation; search engine optimization for online media.  
Prerequisites: junior standing.  
Course Rules: Counts as repeat of JAMS 380 with similar topic, including ‘Professional Social Media & Online Audience Growth’.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 380 Special Topics in Journalism, Advertising, and Media Studies:  
3 cr. Undergraduate.  
Special topics not addressed in regularly-approved courses.  
Prerequisites: jr st; any add'l prereqs announced in Schedule of Classes.  
Course Rules: May be retaken w/chg in topic to 9 cr max.  
Last Taught: Summer 2021, Spring 2021, Fall 2020, Summer 2020.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 399 On-Campus Internship  
3 cr. Undergraduate.  
Professional internship in journalism, public relations, advertising, or other media.  
Prerequisites: GPA of 2.5 or higher; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of department internship committee.  
Course Rules: Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 600.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 407 Media Planning and Relations  
3 cr. Undergraduate.  
Exploration and analysis of advertising media buying and planning, and PR media relations.  
Prerequisites: junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.  
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 450 Race and Ethnicity in the Media  
3 cr. Undergraduate.  
How popular media representations of race inform understandings of past and contemporary society; race in popular culture, especially new media; critical analysis of media content and forms.  
Prerequisites: jr st.  
Course Rules: Counts as repeat of JMC 660 w/similar topic.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 460 History of Mass Media  
3 cr. Undergraduate.  
Evolution of mass media in the United States; how technological, cultural, political and economic changes have affected the media.  
Prerequisites: jr st.  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 461 Media Ethics  
3 cr. Undergraduate.  
Practical application of ethical principles to controversies in print and broadcast journalism, advertising, public relations, and new technologies of mass communication.  
Prerequisites: junior standing.  
Course Rules: Previously JAMS 361.  
General Education Requirements: HU  
Current Offerings: https://catalog.uwm.edu/course-search/  

JAMS 481 Topics in Social Media:  
3 cr. Undergraduate.  
Topics examining social media's use, influence and/or development.  
Prerequisites: May be retaken w/chg in topic to 6 cr max. Prereq. jr st.  
Not open for cr to students w/ cr in JAMS 380 w/ similar topic.  
Last Taught: Spring 2020, Fall 2019, Spring 2019, Fall 2018.  
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 489 Internship in Journalism and Media Communication, Upper Division
1-6 cr. Undergraduate.
Application of basic principles of journalism and media communication in a business, organizational, educational, political, or other appropriate setting.
Prerequisites: GPA of 2.5 or higher; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.
Course Rules: Students earn one academic credit per 40 hours of internship placement. A three-credit internship, therefore, requires the student to complete at least 120 hours. Does not count toward JAMS major or minor. Cr/no cr only. May be retaken to 6 cr max.
Last Taught: Summer 2021, Spring 2021, Fall 2020, Summer 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 497 Study Abroad:
1-12 cr. Undergraduate/Graduate.
Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.
Prerequisites: jr st; acceptance for Study Abroad Prog.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 497G Study Abroad:
1-12 cr. Undergraduate/Graduate.
Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.
Prerequisites: jr st; acceptance for Study Abroad Prog.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 499 Ad Hoc:
1-6 cr. Undergraduate.
Course created expressly for offering in a specified enrollment period. Requires only dept & assoc dean approval. In exceptional circumstances, can be offered in one add'l sem.
Prerequisites: jr st; add'l prereqs may be assigned to specific topic.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 500 Advanced Integrated Reporting
3 cr. Undergraduate.
Advanced reporting and writing in an integrated newsroom setting.
Prerequisites: junior standing; declared JAMS major or minor; a grade of C or better in JAMS 320(P).
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 502 Specialized Reporting:
3 cr. Undergraduate.
Overview of the problems and challenges of specialized reporting in an area such as social science, science, the humanities and the arts.
Prerequisites: jr st; declared JAMS major or minor; grade of C or better in JAMS 320(P).
Course Rules: May be retaken w/chg in topic to 9 cr max. Not open for cr to student w/cr in JAMS 602 w/similar topic.
Last Taught: Fall 2020, Spring 2020, Fall 2019, Spring 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 504 Critical and Opinion Writing
3 cr. Undergraduate.
Opinion, column and review writing for multiple platforms.
Prerequisites: junior standing.
Last Taught: Summer 2021, Fall 2019, Spring 2019, Summer 2018.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 505 Research for Advertising and Public Relations
3 cr. Undergraduate/Graduate.
Examination of the research process through hands-on projects; how to formulate research questions, design questionnaires, collect data, and report and interpret answers to these questions.
Prerequisites: jr st; grade of C or better in JAMS 207(P); or cons instr.
Last Taught: Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 505G Research for Advertising and Public Relations
3 cr. Undergraduate/Graduate.
Examination of the research process through hands-on projects; how to formulate research questions, design questionnaires, collect data, and report and interpret answers to these questions.
Prerequisites: jr st; grade of C or better in JAMS 207(P); or cons instr.
Last Taught: Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 524 Advertising and Public Relations Campaigns
3 cr. Undergraduate.
Advanced course in advertising and public relations; emphasis on applying integrated practices and principles.
Prerequisites: jr st; grade of C or better in JAMS 222(P), 224(P), or 307(P); declared JAMS major or minor.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 559 Freedom of Expression in the Digital Age
3 cr. Undergraduate.
First Amendment, copyright, privacy, libel, and other legal issues in contemporary news, media, persuasive communication, and social communication.
Prerequisites: jr st.
Last Taught: Spring 2021.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 559G Freedom of Expression in the Digital Age
3 cr. Undergraduate.
First Amendment, copyright, privacy, libel, and other legal issues in contemporary news, media, persuasive communication, and social communication.
Prerequisites: jr st.
Last Taught: Spring 2021.
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 562 Media Studies and Culture  
3 cr. Undergraduate/Graduate. 
Mass media and the production of culture; media industries, content, and audiences; focus on contemporary issues.  
**Prerequisites:** jr st; grade of C or better in JAMS 262(P).  
**Last Taught:** Spring 2021, Spring 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 562G Media Studies and Culture  
3 cr. Undergraduate/Graduate. 
Mass media and the production of culture; media industries, content, and audiences; focus on contemporary issues.  
**Prerequisites:** jr st; grade of C or better in JAMS 262(P).  
**Last Taught:** Spring 2021, Spring 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 600 Off-Campus Internship  
3 cr. Undergraduate. 
Professional internship in journalism, public relations, advertising, or other media.  
**Prerequisites:** GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.  
**Course Rules:** Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.  
**Last Taught:** Summer 2021, Spring 2021.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 600G Off-Campus Internship  
3 cr. Undergraduate. 
Professional internship in journalism, public relations, advertising, or other media.  
**Prerequisites:** GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.  
**Course Rules:** Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.  
**Last Taught:** Summer 2021, Spring 2021.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 614 Seminar in Media and Public Opinion  
3 cr. Undergraduate/Graduate. 
Preparation to be critical consumer of polls and media coverage of them; theories and findings regarding propaganda and media influence on public opinion.  
**Prerequisites:** jr st.  
**Last Taught:** Spring 2021, Fall 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 614G Seminar in Media and Public Opinion  
3 cr. Undergraduate/Graduate. 
Preparation to be critical consumer of polls and media coverage of them; theories and findings regarding propaganda and media influence on public opinion.  
**Prerequisites:** jr st.  
**Last Taught:** Spring 2021, Fall 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 615 Seminar in Media and Politics  
3 cr. Undergraduate/Graduate. 
How news media cover politics; role of traditional and new media in political campaigns; political content and effects of entertainment media and documentaries.  
**Prerequisites:** jr st.  
**Last Taught:** Fall 2020, Fall 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 615G Seminar in Media and Politics  
3 cr. Undergraduate/Graduate. 
How news media cover politics; role of traditional and new media in political campaigns; political content and effects of entertainment media and documentaries.  
**Prerequisites:** jr st.  
**Last Taught:** Fall 2020, Spring 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 620 Seminar in Global Media  
3 cr. Undergraduate/Graduate. 
Economic, regulatory, and cultural characteristics of national and global mass media.  
**Prerequisites:** jr st.  
**Last Taught:** Spring 2021, Fall 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 620G Seminar in Global Media  
3 cr. Undergraduate/Graduate. 
Economic, regulatory, and cultural characteristics of national and global mass media.  
**Prerequisites:** jr st.  
**Last Taught:** Spring 2021, Fall 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 660 Seminar in Contemporary Issues in Media Studies:  
3 cr. Undergraduate/Graduate. 
Research-oriented approaches to theoretical and social issues in mass communication.  
**Prerequisites:** jr st.  
**Course Rules:** May be retaken w/chg in topic to 6 cr max.  
**Last Taught:** Spring 2021, Fall 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 660G Seminar in Contemporary Issues in Media Studies:  
3 cr. Undergraduate/Graduate. 
Research-oriented approaches to theoretical and social issues in mass communication.  
**Prerequisites:** jr st.  
**Course Rules:** May be retaken w/chg in topic to 6 cr max.  
**Last Taught:** Spring 2021, Fall 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/  

JAMS 661 Seminar in Media Communication and Society:  
3 cr. Undergraduate/Graduate. 
Topics related to the mass media; the research process; development of a seminar paper based on original research.  
**Prerequisites:** junior standing; additional prerequisites, if any, announced in the Schedule of Classes.  
**Course Rules:** May be retaken with change in topic to 6 cr max.  
**Last Taught:** Spring 2020.  
**Current Offerings:** https://catalog.uwm.edu/course-search/
JAMS 661G Seminar in Media Communication and Society: 3 cr. Undergraduate/Graduate. Topics related to the mass media; the research process; development of a seminar paper based on original research. **Prerequisites:** junior standing; additional prerequisites, if any, announced in the Schedule of Classes. **Course Rules:** May be retaken with change in topic to 6 cr max. **Last Taught:** Spring 2020. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 699 Advanced Independent Study 1-6 cr. Undergraduate. For further information, consult dept chair. **Prerequisites:** jr st, 2.0 GPA, consent of instructor, department chair, and Assistant Dean for Student Academic Services. **Course Rules:** May be retaken with change in topic to 6 cr max. **Last Taught:** Spring 2020, Fall 2019, Spring 2019, Fall 2018. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 700 Approaches to Media Studies 3 cr. Graduate. Review and analysis of research in media studies; preparation for scholarly writing. **Prerequisites:** admis to MA prog in Media Studies or cons instr. **Last Taught:** Fall 2019, Fall 2018, Fall 2017, Fall 2016. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 701 Media Studies Research Design 3 cr. Graduate. Qualitative and quantitative research methods in media studies; preparation of a research proposal. **Prerequisites:** admis to MA prog in Media Studies or cons instr. **Last Taught:** Fall 2019, Fall 2018, Fall 2017, Fall 2016. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 810 Media Effects 3 cr. Graduate. Cross-disciplinary examination of theoretical approaches, research methods, and findings in the study of mass media effects on beliefs, opinions, behavior, and policy; design and execution of a research project. **Prerequisites:** grad st. **Last Taught:** Spring 2019, Fall 2014, Spring 2013, Fall 2011. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 815 Media and Cultural Studies 3 cr. Graduate. Cultural approaches to the study of media; design and execution of a research project. **Prerequisites:** grad st. **Last Taught:** Fall 2020, Fall 2016, Spring 2007, Fall 2005. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 820 Persuasion in Media 3 cr. Graduate. Examination of theoretical approaches, research methods, and findings in the study of persuasive media; design and execution of a research project. **Prerequisites:** grad st. **Last Taught:** Fall 2008, Spring 1999, Spring 1997, Fall 1994. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 830 Topics in Media History: 3 cr. Graduate. Historical approaches to the study of media; design and execution of a research project. **Prerequisites:** grad st. **Course Rules:** Retakable w/chg in topic to 9 cr max. **Last Taught:** Spring 2021, Spring 2020, Spring 2018, Spring 2014. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 835 Politics and the Media 3 cr. Graduate. In-depth examination of the relationships between the media and politics in the United States, with a special focus on political campaigns. **Prerequisites:** grad st. **Last Taught:** Spring 2019, Spring 2015, Spring 2010, Fall 2004. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 840 Topics in Media Law and Ethics: 3 cr. Graduate. In-depth study and discussion of law and ethics as they relate to the mass media; development of original research for publication in scholarly journals. **Prerequisites:** grad st. **Course Rules:** Retakable w/chg in topic to 6 cr max. **Last Taught:** Spring 2017, Fall 2015, Fall 2013, Spring 2013. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 845 Topics in Gender, Sexuality, and Media: 3 cr. Graduate. Analysis of gender, sexuality, and other aspects of identity in and related to media. **Prerequisites:** grad st. **Course Rules:** Retakable w/chg in topic to 9 cr max. **Last Taught:** Spring 2016. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 850 Global Media and Local Cultures 3 cr. Graduate. Seminar covering major theories and critiques of globalization, with a particular emphasis on the study of media and culture. **Prerequisites:** grad st. **Last Taught:** Spring 2008, Fall 2005, Fall 2002. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 855 Topics in New Media: 3 cr. Graduate. History, theory, and/or criticism of new media. **Prerequisites:** grad st. **Course Rules:** Retakable w/chg in topic to 9 cr max. **Last Taught:** Fall 2020, Spring 2017, Fall 2015, Spring 2014. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)

JAMS 860 Seminar in Media Studies: 3 cr. Graduate. In-depth study and discussion of a current topic in media studies. Specific topics announced in the Schedule of Classes. **Prerequisites:** grad st. **Course Rules:** Retakable w/chg in topic to 6 cr max. **Last Taught:** Spring 2020, Fall 2019, Fall 2018, Spring 2018. **Current Offerings:** [Link](https://catalog.uwm.edu/course-search/)
JAMS 888 Candidate for Degree
0 cr. Graduate.
Available for grad students who must meet minimum cr load requirement.
**Prerequisites:** graduate standing.
**Course Rules:** Fee for 1 cr assessed; unit does not count towards credit load for Fin Aid. Repeatable. Satisfactory/Unsatisfactory only.
**Last Taught:** Fall 2020, Spring 2020, Summer 2019, Spring 2019.
**Current Offerings:** https://catalog.uwm.edu/course-search/

JAMS 990 Research and Thesis
1-6 cr. Graduate.
Production of a thesis under the supervision of the student’s major professor with the consultation of the degree committee.
**Prerequisites:** grad st; cons instr.
**Last Taught:** Spring 2021, Fall 2020, Spring 2020, Fall 2019.
**Current Offerings:** https://catalog.uwm.edu/course-search/

JAMS 991 Professional Project
1-6 cr. Graduate.
Preparation and execution of a project which applies mass communication research and theory in a professional setting.
**Prerequisites:** grad st; cons instr.
**Course Rules:** Students enroll under major prof with consultation of degree committee.
**Last Taught:** Spring 2021, Spring 2020, Fall 2019, Summer 2019.
**Current Offerings:** https://catalog.uwm.edu/course-search/

JAMS 999 Graduate Independent Study
1-3 cr. Graduate.
Supervised research of a particular topic area either not covered by other courses or at a level of sophistication beyond that of courses which cover the topic.
**Prerequisites:** grad st; 3.00 grad gpa; writ cons grad dir.
**Course Rules:** Retakable to 6 cr max.
**Last Taught:** Fall 2020, Spring 2020, Fall 2019, Summer 2019.
**Current Offerings:** https://catalog.uwm.edu/course-search/